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# 1963

## TRADE MISSION TO France

A U. S. DEPARTMENT OF COMMERCE PUBLICATION

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# Consumer goods wanted

Stronger U.S. sales effort can increase exports to France

By JOSEPH A. MACK

France offers a thriving and attractive marketplace for U.S. manufacturers of a wide range of consumer and other goods.

The U.S. Consumer Goods Trade Mission, which has just returned from a month's visit to the land of the fleur-de-lis, reports that with strong and rising demands for foreign goods, prospects are

favorable for an increase in French purchases from the United States. To achieve this expansion, however, U.S. firms will have to strengthen their sales efforts in a market which is becoming more highly competitive.

Vigorous French economic growth, marked by an annual increase in gross national product of about 5%, has produced new high levels in output, foreign trade, retail sales, and advances in basic industries.

French industrialists and distributors are showing a growing interest in latest U.S. developments in technological research on new products and processes and are seeking connections with U.S. firms to purchase from them on their own account, represent them on an exclusive basis, enter into licensing or joint enterprise arrangements, or invest in industrial enterprises in the United States.

## Consumer interest grows

The French Government during the past several years has taken steps to liberalize its trade policies. Restrictions have been removed from most industrial and consumer products. In addition, French consumers have a growing interest in new developments in U.S. consumer products and a desire to acquire such products. The substantial gain in French living standards, the rise in per capita income, and the sustained growth in the economy over the past several years all augur well for expansion of the consumer goods market where U.S. exports to France have been rather limited.

U.S. exports to France in 1962 amounted to \$585.4 million, an increase over the previous year of \$20.5 million.

U.S. imports from France last year totaled \$428.4 million, a drop of \$7.1 million from 1961.

The United States in 1962 was the second most important supplier to France, furnishing 13% of total French imports. Although the 1962 dollar volume of U.S. exports to France was up, the U.S. relative share of expanding French imports has been declining—15% in 1960, 14% in 1961—with an increased share going to Common Market countries.

## Mission presents BP's

Though designated as a Consumer Goods Mission, the trade group took many Business Proposals submitted by U.S. firms covering industrial products, electronic and electrical goods, pharmaceuticals and chemicals, automotive supplies, accessories, and components, as well as requests for licensing arrangements, joint-venture proposals, and sale of French products in the United States.

In discussions with French businessmen, the Mission found a variety of U.S. products for which the French desired connections. Throughout interviews and meetings, there was an over-riding interest in detailed discussions on specific phases of U.S. industrial developments, products, and processes, and in new and standard types of consumer goods, all indicating an almost insatiable demand for information on what is going on commercially in the United States.

The Mission sought out and reported opportunities for increased U.S. exports to France. Additional information on many of the opportunities are available in reports submitted by the U.S. Embassy and Consulates in France to the Commerce Department. The Department's Field Offices are prepared to assist U.S. firms in using this information effectively.

Opportunities for consumer goods, appropriate distribution channels, sales methods, competitive conditions, and other factors important in gaging the prospects for increased sales by U.S. firms are covered by other articles in this report. The judgments arrived at by the business members of the Mission, who have had long experience in retail trade in the United States, the views expressed, and the conclusions reached were based on visits to large department stores, supermarkets, and small specialty shops. Discussions with top management and buyers, sales personnel, advertising specialists, and others gave excellent insight into current retail practices and demands. In addition, 443 businessmen who called on the Mission were interviewed.



**HARD AT WORK:** Mission member Ray Cline (right) talks with Paris businessman; the U.S. Mission, which held 443 such interviews in France, has since received nearly 200 inquiries from French firms.



## Consumer goods popular

The interviews revealed interest in many specific products which hold promise for increased U.S. exports to France. A great variety of consumer goods are popular. Garden and other tools, small home appliances, housewares, hardware of all types, toys, giftware and novelties, sporting and light-weight and compact camping equipment, and pleasure boats all were discussed with French businessmen. Rising income, increased leisure time, and the French love of aquatic activities particularly point toward success in efforts to increase sales of pleasure boats.

There is a large building program in France. Interviews revealed that many types of paneling and molding, both for interior and exterior finishes, are popular. In addition, specialty lumbers, paints, electric fixtures, and other construction materials have a potential market there.

## Pharmaceutical products

The French exhibited considerable interest in pharmaceutical products. Because of complications of French pharmaceutical regulations, many firms would like to produce under a U.S. license. Also of interest are specialty products which could be packaged in aerosol cans—for example, disinfectants, hair sprays, waxes, paints.

Interest was expressed in raw materials for the plastics industry and specialty oils for demulsifying.

Processed and packaged food presents a potentially important area for increased U.S. exports. A number of French businessmen expressed a strong desire to obtain canned foods, both fruits and vegetables.

## Machinery

In machinery, both light and industrial, certain areas should be considered. There is a desire in France for reconditioned public works equipment. Also, numerous businessmen expressed interest in representing and/or manufacturing under license home and office room air conditioners; others, central home heating equipment.

Specialty small agricultural equipment such as rotary tillers and fertilizer sprays are popular. These items normally must not compete with products now produced in France, but rather should complement locally produced equipment. Many of the newer U.S. small agricultural machines could be popular.

Special attention should be called to the market for coin-operated vending machines of all types. Self-service and coin-vended merchandise is becoming

more and more popular. One can find such machines in the developing supermarkets, well-established Paris department stores, train and air terminals. Coin-operated commercial washing and drying machines appear to have a good potential. U.S. firms which are first in the quality of their products should not let this market go unchallenged.

### Mission statistics

#### Itinerary

Operated in 3 French cities: Bordeaux, Marseille and Paris.

#### Interviews

Conducted 443 individual consultations with French businessmen and visited 15 retail stores.

#### Business proposals

Presented 695 business proposals submitted by U.S. firms.

- a. French businessmen showed genuine interest in 414 BPs, and
- b. 885 separate contacts were started between French and American firms as a result of the BPs.
- c. 216 additional specific trade opportunities were developed and are being disseminated to U.S. industry. (See the Trade Opportunities section in this issue.)
- d. 190 written inquiries from French firms were received which have resulted in some 600 separate contacts between appropriate U.S. and French firms as a result of post-Mission follow-up work. The written inquiries were received after the Mission concluded its visits.

## U.S. in forward position for selling electronic organs

As French people like American innovations, suppliers should exhibit instruments at fairs

By PIERRE B. CLEMENCEAU

France is manufacturing the finest in reed and woodwind musical instruments,

which find a ready market in the United States; on the other hand, the United States has developed a new and unique field—that of electronic organs. We should see to it that the French people, so fond of American innovation, look to us for business.

After a thorough investigation and many interviews with potential customers, music retailers, distributors, pastors, music teachers, and organists, I feel that electronic organs are largely unknown or misjudged in France and that prospects are good for substantial business.

For the French people, not yet accustomed to home organs, an organ is a church organ. For the French people, a church organ is a pipe organ or an electric harmonium. In many churches the pipe organs are worn out; the cost of repairs is high, and the churches are forced to buy electric (not electronic) harmoniums.

The organ to present to the French public should have, first, what I call a "sacred" sound; the necessary stops; mixtures; blend of tones—the reeds, the brass, the string, some percussion and sustain; double keyboard; and a pedal board close to the American Guild of Organists classic concave pedal board. Only when these models are demonstrated and approved by the clergy and the public will the electronic organ for home use come into the picture!

### Consider price

The church models need not be expensive, but certainly should not be cheap ones. The people interviewed considered prices in the range of \$2,000 to \$5,000 as reasonable prices for church organs.

To penetrate the French market, U.S. firms should send literature with specifications and descriptions to churches, to the high clergy (irrespective of denomination), and to organists. Advertising in the specialized religious magazines and papers is important. Church models should also be shown through the media of the Salon des Arts Menagers, the Foire de Paris, and the Foire de Lyon. Distributors, dealers, and teachers, specialized in the field of music, should be invited to see, hear, and play the instruments. Adequate demonstrations by well-trained salesmen organists should be at hand.

### Looking for U.S. goods

Mission members, visiting Paris, Marseille, and Bordeaux, conferred with well-

MUSICAL  
INSTRUMENTS

informed industrialists, merchants, foreign traders, bankers, trade association executives, and publishers. America is still a vast center of attraction for French businessmen. Many of them are looking for U.S. consumer items and for new and streamlined products for home and personal use.

French businessmen are interested in and knowledgeable about commercial de-

velopments in the United States as a result of visits of many American businessmen to France, use of trade magazines, efforts of such organizations as the American Chamber of Commerce in France, and trade promotion efforts of the U.S. Embassy and Consulates.

#### Many prospects

The interviews disclosed many good

prospects for short-term business, and others which will take some time to develop. Many U.S. manufacturers will receive inquiries as the result of interview conducted by the Mission, and it is important that exporters handle these offers with persistent determination if they want to succeed.

## U.S. goods popular in France but suppliers have scarcely scratched surface of market

Representation and contact are keys to sales; department stores offer good medium for introducing new products

By RAY W. CLINE

That U.S. merchandise is popular with the French is apparent from various observations and conversations of the Trade Mission members with French businessmen and consumers.

In visits to large as well as to small department stores, however, the Mission became aware that U.S. suppliers of consumer prod-

ucts have barely gone beyond the surface of this market.

One need only walk down the Boulevard Haussmann in Paris or the main streets of Bordeaux and Marseille and see shoppers crowding into the department stores to appreciate the size of the market. Moreover, this is a buying market. The counters are packed with products, and customers stand eagerly awaiting their turn to try on a dress, to buy a suit or dishes, to purchase a toy, or to acquire a new television set.

#### Little real sales effort

It seems likely that the reason more American goods are not seen in the shops is that U.S. manufacturers have not made a real effort to sell in the French market.

Continued strength is anticipated for France's economy in the foreseeable fu-

ture. This may be an opening wedge for price advances in many areas, somewhat threatening the price stability which has characterized the country in the past few years. The resulting pressure on costs may well affect the international competitive position of certain U.S. goods in this marketplace.

The French businessman has an interest in U.S. products but finds it difficult to get information about prices, quality, design, delivery, terms. U.S. firms seldom call on French businessmen. Many times, orders are not placed or no reorders follow initial shipments because no one attempts to solicit additional business, and

the French businessman knows little about U.S. products.

Department stores in France, which account for about 25% of total French retail sales, offer a good medium for the introduction of all types of consumer goods. Just as in any other new market, appropriate product introduction and follow-up are important.

Some department stores have more than 100 buyers per store, each knowledgeable about the area of his responsibility, each authorized to purchase with discretion.

#### Keys: Representation, contacts

Most of the stores prefer all quotations in both f.o.b. and c.i.f. costs. Often they have an agent who buys for a number of stores. Such stores have a representative in the United States who is authorized to purchase directly on the firm's account or to alert the Paris store about any new and interesting products.

In France as in the United States, representation and contact are keys to sales. If any single fact was clearly demonstrated during the Mission visit, it was the importance of agency representation.

The French buyer is eager to learn and to buy. The weight of selling still rests on the seller.

DEPARTMENT  
STORE



Mission Member Pierre Clemenceau interviews a French businessman.



# Market potential for hardware seen as consumer demands grow

U.S. design, quality, price are competitive in French market for cabinet catches and knobs, towel bars, closet accessories, lighting fixtures, garden tools, other items

By JERRY MARKS

The French economy exudes vitality. Wages are increasing; fringe benefits are expanding; French citizens, desiring to raise their personal living standards, are creating a tremendous consumer demand. An excellent sales opportunity exists for U.S. manufacturers of hardware, paints, and related items.

Cabinet hardware, drapery hardware, closet accessories, garden tools, furniture, and a variety of other items of U.S. design and quality should find ready acceptance in this lively market.

## Do-it-yourself demand

The French are aware that a vast do-it-yourself market is unfolding. One of the largest departments in any department store is the paint department. People want to fix up their homes and apartments. A demand is developing for unfinished and prefinished plywood paneling, moldings, and stains for them. There is also a demand for American soft woods for remanufacture.

Quality cabinet hardware—including cabinet catches, pulls, and knobs—is distinctly lacking. There should be a good market for U.S. manufactured towel bars, soap dishes, toothbrush and tumbler holders, robe hooks, and similar items of metal, chrome plated, in all price ranges. Such French merchandise is old in design and sells for fairly high prices. As consumers demand good quality, U.S. goods of this kind would be competitive in medium grades and better quality items should sell well.

## Drapery hardware

A sizable gap exists between U.S. drapery hardware and that sold in France. The French products are behind,

not only in style, but in variety, packaging, and finishes, and they are not inexpensive.

Lighting fixtures in France represent two extremes: the old wrought-iron fixture in various finishes, and the contemporary one. The American manufacturer could easily fill the gap because of the large range in style and price of U.S. fixtures.

The average grade of furniture on the market in France is expensive. Some stores are now beginning to buy American furniture, and a large market awaits the progressive manufacturer of a good-quality product. Little unfinished furniture of any kind is available. The U.S. method of shipping unfinished furniture, unassembled and precut, and assembling in distribution area for freight savings, might prove to be a large untapped market in France.

## Need closet accessories

Closet accessories of chromium-plated wire, such as skirt hangers, blouse hangers, and shoe racks, are sold in large quantities in French department stores. This merchandise is much in demand because of the small closets found in most French homes. The U.S. manufacturer can easily compete in this area.

Consumer brushes, such as clothes brushes, toilet brushes, and scrub brushes, are sold in large quantities in the French market. The French merchant is interested in purchasing U.S.-made brushes because of their better styling and packaging. Low-quality brushes are not wanted.

Housewares are found in good supply in France. Plastics for housewares items are just beginning to come into large-scale use. High heat-resistant plastics are unknown in the French marketplace. With advanced U.S. styling and quality, housewares of plastic probably could be exported easily to the French market. Kitchen gadgets are a much-desired item and many American ones are seen. Small electric appliances are avail-



**BUSY GARDENERS:** Among many hardware items in demand are garden implements and accessories; because of freight savings, tools with unattached handles are good sellers as is cabinet hardware.

able in good quality and are extremely competitively priced.

## Garden tools

There is a continual call for U.S. garden tools and garden accessories, plastic garden hose, and general hardware. Dealers and jobbers will accept garden tools without handles attached because of freight savings.

French-manufactured padlocks are expensive, and of old design. A cylinder-type padlock commonly used in the United States is rarely seen.

A large amount of patio furniture is sold, but little of it is made in the United States. American styling and varieties would be exciting in the French market. Barbecue equipment is sturdily made, but of antiquated design; barbecue accessories are hardly seen.

Plastic planters, which are made in such outstanding styles and good qualities in the United States, are not available in France. With the French zest for plants and flowers, this opportunity should be outstanding.

Sporting goods and camping goods are big business in France. Because of resort



and hotel high prices, the Frenchman picks up his wife and children, takes the car, and goes camping. Fishing tackle is a big item. The market is well-supplied except in glass and plastic fishing rods, and fishing reels. The assortment available is limited and prices extremely high. U.S.-manufactured reels are of high quality, and this market demands quality.

Another possible opportunity is the mail-order business. Mail-ordering is well accepted by the French consumer, particularly in small villages outside of Paris, the larger towns, and the agricultural areas. One of the large department stores in Paris claims that 25% of its gross volume is by catalog. This same store reported that the bulk of its sales are cash. A firm selling U.S. mail-order merchandise under \$10 probably could do well.

### Distribution costs

Distribution of merchandise in the consumer goods field is similar to ours. The smaller dealers buy from the jobbers who in turn buy from the factories. As in the United States, large buyers purchase directly from factories. Again as in the United States, small stores will band together to form buying co-ops.

The cost of distribution on all levels would appear to be extremely high. Excessive amounts of labor, uneconomic store layouts, out-dated materials handling, poor merchandising, all contribute to the "hidden dollar" cost.

Store fixtures in the bulk of the market just don't exist. Most of the stores have exactly the same fixtures they started with when they opened their businesses years ago. Refrigerated show cases for sale of perishables are scarcely used.

Business systems generally are of the pen and ink variety. Even cash registers are not in general use. Advertising generally is absent and "hard sell" is rarely seen.

### Search for new merchandise

In Paris, the large department stores are extremely busy. Their buyers are continually searching the market for new merchandise, often using buying offices in New York and traveling to the United States to seek out goods. The bulk of business in France, however, is done by the small shops.

French businessmen, whatever their size, contend that usually the U.S. businessman has not properly equipped himself to trade with them. In this overseas market of 45 million people, the U.S. manufacturer needs to understand the French ways of doing business.

The French buyer believes in quantity discounts: the larger the order, the larger the discount. He complains that the average American says he has only one price for a dozen or a thousand dozen.

The French buyer believes that he is being unjustly penalized by the cost of advertising in the United States. The cost of advertising in the U.S. market has been built into the price of the product. He is paying for it but not receiving the benefits. He believes this cost should be eliminated from the price he is quoted.

He also complains that manufacturer's catalogs and other literature are printed in English, quoting U.S. prices in dollars. If we want to sell in France, let us adapt to their needs.

If an American buys from a foreign country, ordinarily he wants the price to be quoted including cost, insurance, and freight. The Frenchman wants the same service. With this information, he can readily determine if there is a place for your goods in his market.

The bonds between Frenchmen and Americans are strong. The French businessman tries to emulate the American way of doing business, carefully integrating with it the attitude of the French buyer. The French seller and merchandiser, recognizing that their market in consumer goods in many ways is behind the U.S. market, is in a good position to be a leader by buying and doing things American. This opens up a tremendous opportunity for the U.S. manufacturer of consumer goods in many areas.

### BUYS WORLD TRADER

Having acquired a major interest in the firm of C. Reichert Optische Werke of Vienna, under a transaction arranged by E. M. Warburg & Co. of New York, the American Optical Company is consolidating its efforts for the U.S. and European markets. In its last annual report, Reichert indicated it is presently exporting to 98 countries, with 90% of the total production being sold on foreign markets.

## Toys and games can be sold in French markets

Mission members received many requests for information on U.S. products in this promising line

By NORRIS LYNCH

Toys, games and dolls made in the United States are in demand in France.

Since these are items produced in the U.S. in abundance they can become strong contenders for the French consumer's franc. In the several hundred interviews held by Trade Mission members with French businessmen, it was evident that U.S. toys are popular consumer durable items over there.

In 1962 the total French import of toys was valued at \$14.7 million. This was an increase of 38% over the 1961 figure of \$10.6 million. Of the '62 total, \$5 million or 34% was imported from the U.S., up 43% over the previous year's figure. Other principal suppliers were the Federal Republic of Germany, Italy and the United Kingdom. Although the U.S. import figure rose substantially, Italy made the greatest gain, more than doubling her 1961 toy exports to France.

### "Young" population

The population of France has increased 4 million in the past 10 years. The age group 5 to 19 has increased 2 million, and it was estimated that there were 12.2 million under 14, and 3.1 million teenagers in the 15 to 19 age group. Over 33% of the total French population is in the 19-or-younger bracket.

This is the market French businessmen are seeking to satisfy with quality products in the toys, games and dolls lines. Along with the increased number of children has come an expanding and pros-





perous French economy. Prices in France seemed to be holding fairly firm recently, although an upward push of wages and salaries was noted. All major enterprises are experiencing increased output, with department stores prospering as never before.

### Language problem

U.S. exports of games, of course, face language problems. Adequate changes to meet market conditions are necessary. However, there are numerous games which require little, if any, modification to overcome the language barrier. Many of these games—checkers, chess, chinese checkers, dominoes, to name only a few—are well-known to children in the Western world and are easily adapted to foreign markets without costly changes.

Dolls, moreover, speak a universal language all their own. In France there seems to be a very large market for these delights of little girls. France does produce dolls, but if retail prices and quality, as demonstrated in the stores, are any indication, U.S. firms can compete both in price and in quality. In addition, the bodies and faces of the domestically-produced dolls do not have the same real characteristics that their American counterparts have. In some instances, domestically-manufactured dolls fail to have the warmth and appeal that girls in the U.S. have come to expect. The consumer preference at this time appears to be for "little girl" or "baby" dolls, the buying public not yet having been educated to the wide variety and more sophisticated dolls of the type sold in the U.S. However, in the field of little native dolls, U.S. manufacturers can count on a limited market. These dolls, which are clothed in native dress and are normally about six to eight inches tall, are quite attractive but also rather expensive.

### Prices high

Stuffed animals and dolls of all types are popular with French children. The retail prices on these items are high in comparison with such items in the U.S. The French interest in stuffed animals and dolls is indicated by the number of such items available at the retail outlets.

Toys, dolls, and games are sold in department stores and through many specialty toy and model shops. The larger railroad stations have small stores or counters devoted to the sale of these items.

Many of the toys on the retail counters are imported. The largest selection available was of the plastic type, many being imported from Italy. These took the shape

of inflatable and noninflatable animals, balls, cars, etc. Many of them (of a type of polystyrene) were shaped like animals and were not particularly attractive.

### Industry energetic

Examining the retail picture and the interview reports, one concludes that there is a strong market for toys, games, and dolls in France. The American toy industry has often demonstrated its alertness to opportunities and has been especially enterprising since the removal of quantitative import restrictions on toys. It has shown twice at the U.S. Trade Center in London and once at the Trade Center in Frankfurt. In each case French buyers attended. In addition, some U.S. toy manufacturers have shown at the large Toy Fair at Nuremberg, always visited by French toy buyers, and at the Toy Show at Lyon.

A group of American toy manufacturers cooperated with Galeries Lafayette last November in an American toy exhibit where sales were made at retail. Whether the market will be developed further depends on the U.S. manufacturer. He must be willing to locate an agent and help him introduce his product.

He must be willing to follow the marketing and promotional practices which he considers routine in the local market of the U.S. in order to assist in the sale of his products. Moreover, sales techniques may have to be modified to meet the local market.

### Many requests

That the French market offers many opportunities to increase U.S. exports in this particular line was evidenced by the frequent requests for such U.S. products made to Trade Mission members. The interest covered a wide range of products, encompassing metal, plastic, wood and rubber toys. It included not only the normal play items, like trucks, cars, and boats, but educational toys as well. Needless to say, toy guns and rifles have the same fascination among the younger set there that they do in the U.S.

The manufacturer must quote prices c.i.f. European port, provide samples, and send literature, brochures, catalogues, and other descriptive literature in French.

The market is there; it needs only to be fully explored.

## French sales groups want U.S. products

By JOSEPH F. McNULTY

Many French sales organizations, alert to opportunities for expansion of their sales within the other Common Market countries, are seeking U.S. industrial and consumer products to add to their present lines.

The American business world, traditionally aggressively pursuing markets at home but somewhat indifferent about overseas markets, as a rule must pay more attention to the many export opportunities offered them or their foreign competitors will get the business, several French businessmen emphasized during interviews with the Trade Mission. They stated that it was much easier to obtain information and quotations from firms in other countries than from U.S. firms, and that U.S. manufacturers and sales organizations have unrealistic ideas about prices and

terms. According to information given us, many U.S. prices are out of line and credit terms rather restrictive; yet the French like and want U.S. products.

### Feverish activity

Business in France is booming: Department stores and small shops are doing a brisk business; construction is seen almost everywhere. The impression gained from merely looking around and talking with people is one of feverish activity, and statistics bear out this impression. U.S. manufacturers and producers can and should supply more of France's industrial and consumer requirements.

U.S. products enjoy high prestige in France, and the use of American business ingenuity and foresight can pay good dividends to U.S. firms with quality products to offer. The cordiality of the French people has been of the highest and their genuine affection for Americans can be felt even in the most casual circumstances. Increased trade between our two countries will further cement this feeling.





# Booming French department stores stimulate business confidence; executives eager for expansion

Retailers are modernizing; customers, more prosperous, insist on new and broader assortments of merchandise

H. G. SELFRIDGE

French department stores are booming. Their volume last year was up 15% from the 1961 level, and profits were reported to be equally good. This year a similar performance is anticipated.

Such a state of affairs acts as a stimulus to self-confidence and to business confidence; executives in the department store field

are eager to expand and gain an increasing share of the consumer's dollar. This confidence is itself a catalyst to the ever-booming department-store business in France. No one wants to be left out of what promises to be a very good market.

French department stores are short of space and are striving to expand. More importantly, they are finding ways to use what they have more effectively. They are installing new fixtures, better lighting, planning more modern displays. They are filling in out-dated light wells and are installing escalators so that up-stairs traffic may more nearly equate the heavy street floor traffic they have always had. They are short of help, and salaries are going up; so they are experimenting with self-service and learning how to simplify their accounting and record-keeping systems.

Customers are more prosperous. They are buying higher price lines than before and are insisting on broader assortments. They no longer buy only necessities; they ask for labor-saving goods for the home which in turn create more leisure time. They seem to have copied some of these developments from America, some from elsewhere; but to all they give the particularly Gallic touch that amounts to creativity. They say that the whole department-store idea was born in Paris and successfully grew to adulthood there while only shops existed elsewhere.

All the way, however, the French department store merchant retains his classic insistence that net return on investment—or perhaps net profit percent on his sales—is his one and only objective. He does not strive for additional volume at perhaps a lower markup; nor does he respect the theory that there is no problem that additional volume would not cure, a theory that he calls one of the myths of commerce.

French department store merchants read as carefully as American retailers do all available statistics on U.S. department store sales volumes, markups, expense and net profit ratios. Markups to be viable depend on expense rates, and these depend largely on prevailing national wage and salary levels. For a French department store to earn regularly less than a net profit, after tax, of 5%-6% is considered as deserving criticism for its management's ability.

## U.S. suppliers: Sell

That an item is popular in America does not mean the French store buyer

will automatically conclude that his customers will want it, too. There are no longer any merchandise shortages in France. The tremendous sellers market of the immediate post war years has disappeared, probably permanently. "The function of the seller is to sell"—and the seller to France must talk and carry on his correspondence in French. Specifications written in English will not do—measurements must not, for example, be in inches or pounds, but in centimeters or kilograms.

Prices should be quoted on a c.i.f. French port basis, because duties are calculated on a landed-in-France cost basis. This pricing practice will have to become standard operating procedure for the American seller of consumer goods in France—if only because the French buyer is too busy looking at attractive offerings from his own or other Common Market factories to take the time to do the calculating himself.

Our accessories for enjoying leisure time—particularly outdoor activities—are vastly more attractive than similar French products; this applies also to the clothing worn for such activities. French customers would buy them in quantity, if we did a selling job to their stores. Our newest lower-price synthetic fibers and plastics—for example, leather-like plastics for handbags, laminated plastics for windbreaker jackets, and our synthetic "leather" for shoe soles—all have definite possibilities.

We have developed special furniture for our small homes and apartments that can be shipped knocked-down. Some of our better quality toys should be highly successful. There are excellent prospects



HELP YOURSELF: Increasing in popularity is the self-service feature of marketing, as demonstrated in this children's wear department of a large store in Paris; no longer are there merchandise shortages.



for greater use of office equipment and machinery (even such items as pencil sharpeners and automatic date-stampers).

Beyond these more specific fields is the great range of novelties that any country as gadget-minded as we are turns out—items that may not be particularly cheap but that are attractive.

### Meet French requirements

We were also told of items the French would like to buy but can't, for example: our best-quality cotton sheets, which we don't make in sizes to fit their beds; our women's blouses, which one U.S. factory

refused to sell except in a certain color assortment per dozen, though that particular proportion of colors is not what the French want; our playshoes, because in this item conformance to French standard measurements is essential. American garment sizes, however, cause no particular problem, and we saw U.S. dresses in the \$10 price range in several department store chains.

Surely, if we are to get back to the classic attitude—"the function of a seller is to sell"—our factories should be willing to meet these not unreasonable requirements of their potential customers.

## To advertise in France: en Francais, s'il vous plait

Communication in French essential for U.S. suppliers  
who want to sell effectively there; media limited

By JULIEN ELFENBEIN

U.S. manufacturers who want to win a place in today's French market must prepare their catalogs, pricelists, brochures, booklets, direct-mail campaigns, and their copy for trade and consumer advertising in French.

French copywriters, who use the proper idiom and who are familiar with consumer traditions, preferences, habits, and prejudices, are better able to create favorable attitudes among French consumers or the business community for U.S. products and service. If advertising is prepared in the United States, the U.S. firm might well employ a translator to review the copy thoroughly, or seek the services of a French correspondent in France.

Ninety-five percent of the personnel employed in Paris branches of large American advertising agencies is French, knowledgeable in U.S. advertising technique as well as in French advertising, merchandising, and marketing procedures. Market research and publicity are available to all clients in the larger agencies.

As in the United States, talent is provided for an advertiser commensurate

with the importance of the account and the size of the billings. But small accounts are as welcome as big accounts in the major French agencies.

One also finds many business and marketing consultants in France—in the key cities—who do all types of research and reporting. Some have contractual arrangements with U.S. consultants.

One large U.S. advertising agency in France uses a unique device to find consumer buying patterns in self-service markets (like our supermarkets). Invented by three French advertising men, it is called the "Eligiscope." The device exposes a variety of packaged goods to a panel of 200 consumers. As each woman reaches for a can or package that appeals to her, the device registers, so that the agency finally has a pattern of consumer selectivity in package design, label appeal, and price.

### Ad spending rises

In an effort to move goods produced in France at a faster rate than they are being distributed, French companies are using more advertising. Such expenditures in France totaled \$360 million in 1960; \$400 million in 1961; and \$420 million in 1962.

A breakdown of France's total advertising expenditure, by media, shows that more money is spent for point-of-purchase display, direct mail, advertising specialties, and miscellaneous, than is spent on daily newspapers and maga-

zines. In 1962 the breakdown was as follows: Dailies, \$94 million; magazines, \$118 million; radio and television, \$38 million; outdoor billboard, \$34 million; cinema, \$30 million; direct mail, display, etc., \$106 million.

About 1,100 to 1,200 advertisers, it is said, are serviced by advertising agencies. Publications receive press orders directly or from agencies involving about 8,000 advertisers. About 1,200 advertisers out of 8,000 run regular advertising campaigns.

Agencies state that to get their commissions from media they must be accredited by the Federation Francaise de la Publicité (French Advertising Federation). This accreditation must receive approval of the Federation de la Presse. There are about 1,240 accredited advertising agencies in France. As the law does not require accreditation, there are uncounted numbers of unaccredited agencies.

Most accredited agencies render a complete range of services, such as marketing and sales analysis, distribution and competition studies, media selection, and creative copy. A few agencies charge service fees.

Advertisers in France do not have the same latitude in communications media as in the United States. There is no commercial television, and in France proper there is no commercial radio. Only fringe radio stations with powerful transmitters, like Europe No. 1, Radio Luxembourg, Radio Monte Carlo, and Radio Andorra, carry commercial messages.

Television advertising is in the distant future, despite its many proponents. The daily papers, especially the provincial newspapers, fear they will lose advertising revenue to commercial television. There is only one station, or television channel, in France, Government sponsored, although a second channel will go into service in 1964. Peripheral stations in other countries can be picked up in certain areas in France if the proper TV receiver is used.

The first-run movie houses do a land-office business, and the captive movie audiences get advertising on the screen between reels. As TV becomes more prevalent, however, the neighborhood movie houses have smaller and smaller audiences.

Half a dozen large and powerful French advertising agencies have the bulk of the billings, but they are now being challenged by a half dozen U.S. advertising agencies with branches in Paris.

The head of a large U.S. agency's branch office in Paris says most French space advertising is visual because the art of copywriting has not been developed



in France. A glance through French consumer magazines reveals, he points out, the poster style one sees on billboards or car cards. Much copy is too direct and too hard to sell in his view. "The copy tells them to buy instead of giving the reader good reasons why he should buy," he says. "Better copy would be in terms of what the consumer wants out of life—in terms of advantages to him."

## France is land of rich opportunity

For U.S. firms willing to make serious sales effort, writer sees ample rewards possible

By JULIEN ELFENBEIN

Rich sales opportunities exist in France today for U.S. manufacturers of a wide variety of consumer and capital goods.

French businessmen, for the most part, appear to have excellent bank connections and good financial positions. Some interviewed have as many as ten factories; they possess from 1 to 50 warehouses; the number of employees ranges from 25 to 1,000; some have 2 to half a dozen salesmen, others up to 100; and sales volumes range from a few thousand to 2 million dollars annually.

While most French businessmen are interested in acting as agents or distributors, or sales representatives, a number are interested in licensing arrangements and joint ventures. Some are interested in cross-licensing.

There are also some with well-documented backgrounds who offer their services as marketing and merchandising consultants, patent counsels, research experts in economic matters; and some well-financed and well-organized French firms want to act as freight forwarders and provide stevedoring services.

### U.S. prices competitive

Like the other members of the Common Market, France has more disposable consumer income than ever before. The French economy is strong and the currency is firm. People are working. They have better wages and more leisure. Many get 4 weeks of vacation with pay. The spread in wages between U.S. and Common Market countries is narrowing. Since 1954 labor costs have risen more rapidly in Europe than in U.S. This trend of rising hourly labor costs in the industrial areas surrounding the big French cities

makes a lot of U.S. consumer-goods prices already competitive in France.

Although price is an important factor which U.S. manufacturers must consider if they wish to expand into the booming French market, there are other equally important factors such as quality, novelty, design, service, and availability.

In addition, U.S. manufacturers and exporters must take the French market seriously, as have the German and Italian manufacturers.

German exporters to France print their catalogs, pricelists, and promotional literature in French, correspond in French and make more frequent calls on French department and specialty stores. It pays.

U.S. manufacturers will have to spend more time in the French stores and shops and study buying habits, sizes, consumer preferences, local styling, advertising copy, and the merchandise and merchandising methods of other Europeans who sell to France.

Bank deposits are rising. Installment

buying is increasing. There is both need and desire for consumer goods, especially U.S. items.

Bordeaux and Marseille department stores, like the Parisian department stores, report their biggest volume in cosmetics. Like U.S. women, the French woman is vitally concerned with her appearance, hairdo, make-up, perfume, etc. The cosmetic manufacturer of France is a formidable competitor for any other country in cosmetics because of his creativity, ingenuity in design, packaging, display, and promotion and variety of articles. Also, the variety of costume jewelry designed to contain rare perfumes, a favorite article for tourists, is a merchandising tour de force.

All French department stores are trading up. They spend between one and two percent of their sales volume for advertising.

The department store reflects the modes and manners of a people, but it also is the greatest influence for change.



American Ambassador Charles E. Bohlen, with Mission Director Joseph A. Mock, cuts ribbon at opening of Trade Information Center of American Chamber of Commerce in Paris.



# Leads for Exporters

## 019 Commercial Farms

Grain seed, other agricultural seed contacts desired with U.S. food processors or exporters with view towards exclusive representation in several cities in France. Luro, Claude, 50 Residence d'Aspin, Pau, Basses Pyrenees. I.R. 95.

## 200 Food

Purchasing agent for COOP with 10,000 stores desires possibility of importing foodstuffs, household products from U.S. Societe Generale des Cooperatives de Consommation, 61, rue Boissiere, Paris 16. WTD 5/29/62 I.R. 229.

Bourbon whiskey, cherries, pineapple, corn in cans, appetizers, spices, sauces sought by wholesaler of food products. Markets, 12 rue du Mail, Paris 2. I.R. 379.

## 201 Meat Products

Frozen meat, liver, offals of uniform quality and packaging, perhaps under purchaser's own label, in large quantities, desired from two or three producers directly. H. Guichard, 29 Avenue du Jeu de Paume, Cauderan (Gironde). WTD 3/1/63 I.R. 33.

Wholesaler seeks to purchase: Offals of beef, porks in frozen form, frozen food (only if restrictions are cancelled); could purchase 15 t. for shipment and one shipment every month or two. Etablissements Louis Monpillie, B.P. #3, Bordeaux-Marne, Abattoirs, Quai de Paludate, Bordeaux. WTD 6/1/59 I.R. 76.

Exporter of tomato paste would like to import American corned beef. Deltaco, France, 66, Bld. Notre-Dame, Marseille, 6e. I.R. 109.

## 203 Canning, Preserving Foods

Crab meat, prunes, grapefruit juice, pineapple, other processed foods desired by importer. Paul Couteau-Begarie, 15 Rue Grange-neuve, Bordeaux, Gironde. WTD 4/2/62 I.R. 1.

General foodstuffs importers wish to act as sales representative for U.S. canning firm. V. Soriano et Cie., 366 bis, rue de Vaugirard, Paris 15. WTD 5/22/63 I.R. 272.

Salmon packer or exporter for agent to sell in France. Bordeaux permanent inventory of salmon desired. S.A. Merle & Cie, 39 rue de la Devise, Bordeaux. WTD 4/10/58 I.R. 80.

Sardines, shrimp, lobster, tunafish, prepared and frozen, from U.S. sought by importer. Safmagel, 9 bis, rue Manin, Paris 19. NCIA. I.R. 438.

French canner interested in importing canned fruit, catsup, other tomato products, asparagus. D'Arros Freres, 1 rue Francois-Massabo, Marseille, 2. I.R. 174.

Importer wants to purchase all kinds of canned food (fish, fruits, vegetables, fruit juice). C.P.D.C. (Centre Parisien de Distribution Commerciale), 10, Cours Franklin-Roosevelt, Marseille, 1er. I.R. 146.

Importer of dried fruit is interested in representing U.S. manufacturers of dried raisins,

prunes, apricots, almonds. M. Arnaud, 123 La Canebiere, Marseille. I.R. 129.

French firm which imports and distributes dried fruits is interested in purchasing canned fruits of all types. Ballester & Cie., 326-336 Bld. National, Marseille. I.R. 121.

## 204 Grain Mill Products

Basic products to manufacture animal feeds, primarily chicken, cattle feed desired by importer. Compagnie Bordelaise des Produits Chimiques, 28 Place Gambetta, Bordeaux. WTD 1/1/61 I.R. 98.\*

Importer desires 15,000 t. rice for shipment directly to Africa—grade whole grain, 40% crushed. French grade is "bleu bonnet no. 5." Comptoirs d'exportation du G.C.F.I., 27 Place des Martyrs de la Resistance, Bordeaux, Gironde. I.R. 26.

## 208 Beverage Industries

Wine, spirits distiller or distributor's products sought by French distiller who would like to sell his cognac in the U.S. Maison Normandin, Chateaufort sur Charente, Charente. WTD 12/9/57 I.R. 27.

## 209 Food Preparations

Food broker desires from producers tallow and soybean oil, oil seed for clients in France, rest of Europe, Africa. Feraille, Galtier & Cie, 18, rue Godot de Mauroy, Paris 9. I.R. 255.

Large firm specializing in dried vegetables wants to import animal feeds, seeds, (ryegrass, clover), beans, peas. Legumia, 41-47 Bld. de Plombieres, Marseille, 3. WTD 12/6/62 I.R. 113.

Manufacturer of animal feed wants to import ingredients for manufacturing the various preparations used in poultry raising such as coccidiostats, yolk colorings. Laboratoires King, 72 rue Monte-Cristo, Marseille. WTD 6/13/61 I.R. 115.

Broker specializing exclusively in shelled almonds and hazelnuts for industrial uses, wants to represent large Californian producers and exporters of shelled almonds in bulk packing. M. Antoine Rasmussen, 60 rue Grignan, Marseille. I.R. 170.

## 210 Tobacco

Cigars, tobacco products, other products sold in drug stores, i.e., razor blades, gum, lighters, desired by wholesaler for distribution in France. Ste. Allumettiere Frse., 7 Place Vendome, Paris 1. I.R. 260.

## 220 Textile Mill Products

Textile agent desired by importer for manufacturer's production of women's clothes, to buy textiles including synthetic fabrics (not knitwear). Henri Miquel, 23 Cours Alsace-Lorraine & 9 Place du Palais, Bordeaux. I.R. 62.

Manufacturer wishes to become exclusive agent of U.S. manufacturer of all types of synthetic fabrics. Societe Textile d'Exploitation, 33 rue Alfred-de-Musset, Carcassonne, Aude. I.R. 133.

Agent wants to represent U.S. manufacturers of textiles for suits, dresses, except woolens.

M. Blaise Vita, 10 Crs. Mirabeau, Aix-en-Provence, B.D.R. WTD 3/1/62 I.R. 153.

Interested in representing various manufacturers in U.S. especially cotton piece goods such as rayons, cottons, synthetics, both medium and better prices; also interested in cotton, wool blankets of medium and better quality. G.J. Hymans, 64 rue du Progrès, Marseille. I.R. 160.

## 229 Textile Goods

Rubber-covered yarn for use in manufacturing power-net used in girdle trade, products used in corset, girdle, brassiere trade desired from U.S. manufacturers\* by agent. J. Poissonnet-Balson, 94, avenue Caffin, La Varenne (Seine). I.R. 251.

Synthetic material sought for use of labels for clothes by manufacturer. Ets. Danthony, 9, Place Jean Ploton, St. Etienne (Loire). WTD 5/22/63 I.R. 291.\*

Agent seeks representation of textile manufacturers. S.T.A.D. 3, avenue Clemenceau, Mulhouse (Haut-Rhin). WTD 5/22/63 I.R. 295.

Synthetic fibers (e.g. dacron, nylon) used for sportswear (raincoats, coats) sought by agent desirous of representing U.S. manufacturer in above line. Ets. Sylvain Kaufman, 21 rue de Colonel Moll, Paris 17. NCIA I.R. 378.

## 230 Apparel

Wearing apparel of all types sought by manufacturer-distributor. Ets. Bomo, 4 rue de Aboukir, Paris 2. I.R. 384.

Pullover sweaters in cotton, nylon, wool for men, women, children sought by agent wishing to represent U.S. manufacturers. Sorret, 20 rue des France, Bourgeois. I.R. 385.

U.S. textile companies manufacturing either finished textile materials or finished wearing apparel for men, women, children desiring exclusive sales representation in France please contact: Etienne Bourgois, Residence Joffre, St. Germain-en-Laye. WTD 5/22/63 I.R. 231.

## 232 Men's, Youths', Boys' Furnishings

U.S. dress and sport slacks desired for sale in France by manufacturer of men's sportswear. Etablissements Hemespe, 34 Cours Alsace Lorraine, Bordeaux. WTD 2/11/62 I.R. 38.

## 233 Women's, Children's Outerwear

Firm requests distribution and/or representation agreements with U.S. manufacturers of men's, women's, children's clothing for France, Algeria. Ets. Henri, 38 rue Longue-des-Capucins, Marseille. I.R. 175.

## 238 Apparel, Accessories

Manufacturer of specialized clothing used by medical profession, industrial technicians or workers is interested in importing medical, hospital clothing, supplies, particularly newly developed products of that nature from U.S. Societe Jem, 48 rue Barbaroux, Marseille. I.R. 104.

## 242 Sawmills, Planing Mills

Importer of hard and softwoods wishes to purchase: low-grade pine for orange crates;



softwoods for unfinished kitchen cabinets, prefinished and unfinished wood panels, moldings for decorating offices, homes; structural lumber for building construction, precut railroad ties (not crossties). Bois Service Intercontinents, S.A., 5, rue Blanc-Dutrouilh, Bordeaux, Gironde. WTD 2/8/63 I.R. 2.\*

Oregon Pine, other woods suitable for interior paneling, moldings desired by broker/selling agent who in turn would sell a wall board made from "bagasse," termite proof, can be used in prefabricated homes. Roger Cardouat, Palais de la Bourse, Bordeaux (Gironde). WTD 2/26/57 I.R. 29.

## 243 Millwork, Veneer, Plywood, Prefabricated Structural Wood Products

Prefinished plywood panels, moldings, stains; plastic laminated sheets for use as kitchen table tops; woodworking handtools, rasps, hand saws; rough lumber, pine, fir, redwood, precut lumber for flooring desired by wholesaler for exclusive distribution. Batibois Sarl, 116 Route d'Espagne, Toulouse Hte Garonne. WTD 4/17/63 I.R. 44.

Rough-sawn exterior redwood siding, fencing; western red cedar for interior paneling; unfinished, prefinished paneling for interior decoration, unfinished pecky cedar for interior paneling. Societe J. Eyquem & Co., 70 Quai Deschamps, Bordeaux-Bastide, Gironde. WTD 6/6/62 I.R. 5.

Sales representative now selling to the home construction industry in France requests additional lines of U.S. products on an exclusive basis for France. Particularly interested in pre-fabricated houses and doors of all types. J.F. Granier, 292 rue Paradis, Marseille. I.R. 203.

Would like to act as agent for U.S. firm manufacturing prefabricated houses. Bernard de Peretti, 30 rue Thubaneau, Marseille, ler. I.R. 151.

## 260 Paper Products

Manufacturer wants to import on own account kraft, sulphite, tissue paper for wrapping, packaging use. Also desires to represent U.S. firm as agent for chemical products used in the paper making industry. P. Rabilloud & Cie, 14 rue Florac, Marseille. I.R. 100.

## 261 Pulp Mills, Products

Kraft pulp, sulphate pulp, rayon pulp, unbleached, bleached, sought by importer wishing to represent U.S. company on commission basis. Compagnie des Pays Nordiques, 40 rue Liege, Paris 8. I.R. 356.

## 264 Converted Paper, Paperboard Products

Kraft paper, liner board, food board, fluted paper, for use in container, packaging field, sought by importer wishing to represent U.S. company on a commission basis. Agence des Pays du Nord, 67 rue Amsterdam, Paris. I.R. 357.

## 266 Building Paper, Building Board Mills

Wholesaler desires 200 t. of wallboard monthly. Wants c.i.f. price from manufacturers.

Societe Aucanne & Companie, 40 Quai de Brazza, Bordeaux. WTD 5/1/62 I.R. 41.

## 280 Chemicals

Paraffin, turpentine, paints, insecticides desired by manufacturer of cleaning products, waxes, shoe-polish, through agent who will also distribute his products in the U.S. Societe l'Ebene, 91 rue Camille Godard, Bordeaux, Gironde. I.R. 15.

Pharmaceuticals, chemical products, new and raw materials used in the chemical industry; basic products for foodstuffs. Importer wishes to act as exclusive agent for above products. Copci, 44 rue la Boetie, Paris 8. WTD 12/21/62 I.R. 310.

New chemical products, new pharmaceuticals for household and industrial uses sought by importer desirous of acting as exclusive agent for U.S. manufacturers. Laboratoires Standa, 184, rue du Marechal Gallieni, Caen (Calvados). WTD 5/22/63 I.R. 316.

Chemical raw materials used in the plastic, general chemical, metallurgical industry, sought by exclusive agency from manufacturers of above products. Wambes Co.-France, 1 rue Volney, Paris 2, WTD 5/22/63 I.R. 338.

Heavy chemicals, dyestuffs, auxiliary products, synthetic chemicals sought by new company wishing to represent U.S. companies of these products. Ste. Troisième, 9, avenue de l'Opera, Paris. I.R. 355.

Chemical manufacturers sought by wholesaler for representation. Cie. Franco-Italienne de Produits Chimiques, 3 rue Vignon, Paris 8. I.R. 418.

Manufacturers' agent is anxious to purchase U.S. chemical products, specifically demulsifiers, desalting compounds, solvents of paraffine, asphalt, sulfamic acid. Internationale Maritime Commerciale et Industrielle, 33 rue Mazenod, Marseille (2). WTD 4/19/63 I.R. 204.

## 281 Industrial Chemicals

Wholesaler, distributor interested in importing only basic chemicals for wholesale and distribution to industrial firms. Comptoir Chimique Continental, 41 Bld. de Lesseps, Marseille. WTD 5/17/62 I.R. 126.

Raw chemical materials, i.e. plasticizers; raw plastics such as polymethelene, inorganic, organic solvents, stabilizers desired by importer who wishes to be exclusive agent for U.S. chemical firm in France. Ste. Globimex, 1 rue der Gal Foy, Paris 8. I.R. 284.

Paraffine wax, glycerine, caustic soda, adhesives, raw materials used in paper industry, plywood mills from U.S. firms for direct importation or through agent for sales in France. Etablissements Jarach, 108 Rue du Velodrome, Cauderan, Gironde. WTD 3/25/63 I.R. 70.

## 282 Synthetic Materials

Manufacturer's representative anxious to represent U.S. firm or firms manufacturing plastic materials. J. Dubreucq-Perus & Co., 3 rue Emile Verhaeren, St. Cloud (S&O). I.R. 288.

## 283 Drugs

Pharmaceutical-ethical products desired by manufacturer of like products. Laboratoires Latema, 11 bis, rue Balzac, Paris 8. WTD 10/18/62 I.R. 305.

Pharmaceutical products U.S.-made desired by manufacturer of same products. Societe d'Etudes et de Participations O.H.F. 4, rue Rabelais, Asnieres (Seine). I.R. 330.

Pharmaceuticals desired by manufacturer of same to supplement current products, possibly to manufacture under license. Laboratoires Dedieu, S.A., 80 rue Delord, Bordeaux. I.R. 79.\*

U.S. pharmaceutical products sought by French manufacturer in like line desiring to represent same. Laboratoires Genneau, 5 Rue Duluc, Bordeaux. I.R. 19.

Pharmacist wants to import U.S. pharmaceuticals of all types. Laboratoires Lucinia, 154 bis rue Breteuil, Marseille 6eme. WTD 3/14/61 I.R. 192.

## 284 Soap, Detergents, Cleaning Preparations, Perfumes, Cosmetics

Manufacturer of household brushes wishes to import a line of household cleaning products for distribution through retailers handling brushes, related lines. Brosserie Phocenne, 14 Impasse Teissere, Marseille, 14. I.R. 166.

Wishes to represent U.S. toiletries, perfumes, lipstick, hair spray, nail polish or pharmaceuticals manufacturers. M. Rougier, Le Grand Balcon, Bat. C, rue Gagliardo, Marseille 7eme. NCIA I.R. 196.

Cutting oils for margarine, soap fabrication, also soluble oils, sulfurized oils, castor oil, sulfone oils desired by wholesaler of animal and vegetable greases, oils. Cie. Francaise de Courtages et de Commissions, 16, rue des Huissiers, Paris. I.R. 248.

Cosmetics manufacturer wants to import U.S. cosmetics to sell in France under license or agency agreement with U.S. manufacturer. Vitalia, 3 rue Lalande, Paris 14. WTD 5/24/63 I.R. 250.\*

Aerosol-packaged products such as spray starch, spray polishes, sought by manufacturer of household dyes, cleaning, polishing products to add to own line from U.S.-made products. Interested also in licensing and joint ventures arrangements. Connet and Cie, 55 Place de la Republique, Lyon 2. WTD 12/20/60 I.R. 318.

Detergents, cleaning supplies for domestic uses sought by manufacturer/distributor. Felix Pelletier—"Eros," 35 bis, rue Jouffroy, Paris 17. I.R. 368.

## 285 Paints, Varnishes, Lacquers, Enamels

Paint sought by manufacturer's representative from U.S. manufacturers. J. Dubreucq-Perus & Co., 3 rue Emile Verhaeren, St. Cloud (S&O). I.R. 288.

Rust-proofing compounds desired by manufacturer. Metallisation du Sud-Ouest, 224 rue du Jardin Public, Bordeaux. I.R. 81.

Pigments for printing ink, paint, rubber, plastic, paper industries for distribution in France by importer. Etablissements B. Rosow & Cie, 9 BD. Des Italiens, Paris 2e. I.R. 253.

\$100,000 worth of aerosol paint bombs yearly can be used by French importer if U.S. manufacturer can deliver at reasonable prices. Herald, S.A., 8, rue de la Michodiere, Paris 8. WTD 3/27/63 I.R. 269.

Firm which manufactures floor coverings is interested in importing rust inhibitors for industrial, domestic use. Also interested in chemical specialties such as ice melting com-



pounds, acid, alkali-resistant paint, other anti-rust chemicals for industrial use. Cie Industrielle de Matériaux et Enduits, 56 Avenue de la Timone, Marseille. I.R. 118.

Import-export house interested in becoming a representative for U.S. printing inks, paints. Societe Francaise de Commerce, 86 rue St. Jacques, Marseille, 6. I.R. 119.

Wishes to represent U.S. paint manufacturers, as well as paint accessories producers. Especially interested in importation of marine paints. Entreprise eGnerale de Peinture, 2 rue Vincent-Leblanc-Marseille. I.R. 145.

### 287 Agricultural Chemicals

Large manufacturer of chemical products seeks agricultural insecticides for distribution in France. Compagnie Bordelaise des Produits Chimiques, 28 Place Gambetta, Bordeaux WTD 1/1/61 I.R. 98.\*

### 289 Chemical Products

Polystyrene. S.E.R.D.I.C., 39 Crs. Pierre-Puget, Marseille. I.R. 127

### 291 Petroleum Refining

Large manufacturer-wholesaler desires wide variety of lubricating oils for cars and industry; also seeks exclusive representation in France of these products. Has import license for 7,000 t. of oil per yr. (HAFA) Huilerie Automobile Franco-Americaine, 158 Avenue St. Vincent-de-Paul, Dax (Landes). WTD 10/1/62 I.R. 84.

Wholesaler of lubricating oils for cars interested in importing 500 t. of lubricating oil for autos per year, various wgt. Union Industrielle des Lubrifiants, 20 rue Dieude, Marseille, 6. I.R. 117.

### 295 Paving, Roofing Materials

Manufacturer of asphalt siding, roofing desires to purchase asphalt siding, roofing. Wants c.i.f. prices Le Havre, desires samples of a quality product. Omnium Francais Industriel & Commercial, 38 rue St. Ferdinand, Paris 17 e. WTD 5/22/63 I.R. 213.

### 302 Rubber Footwear

Shoes of all kinds, ladies', men's, children's, infants' leather, plastic, rubber work; dress shoes of all kinds. Basco S.A., 24 rue Flegier, Marseille, 1er. I.R. 112.

### 306 Fabricated Rubber Products

Rubber products—especially new rubber articles sought by manufacturer/distributor. Also interested in glues and adhesives, particularly those with a rubber base, specialty chemicals, i.e. epoxy. Turover, 24 rue Gabrielle-Josserand, Pantin (Seine). WTD 6/4/62 I.R. 324.

### 307 Plastics Products

Plastic housewares of non-rigid type; plastic contact wall; import film, printed plastic products desired by importer. Nlle. Ste. Extensa, 7, Cite d'Hauteville, Paris 10. I.R. 371.

Plastics housewares for resale in France desired by manufacturer of household products. Etablissements Joyaux, Avenue de Bourranville, Merignac (Gironde). I.R. 75.

### 310 Leather, Leather Products

Manufacturer of leather goods seeks to purchase all types of leather, leather skins for linings, synthetic materials for manufacture of leather products. Granier-Lizarritury, 12 rue Galibert-Ferret, Mazamet, Tarn. WTD 5/1/63. I.R. 124.

### 311 Leather Tanning, Finishing

Manufacturer of ladies coats wishes to import lamb skins to be used for collars on coats. Couture Rosy, 8 rue Francis-Davso, Marseille. I.R. 180.

### 313 Boot, Shoe Cut Stock, Findings

Reconstituted leather, other newly developed materials, furnishings for use in the manufacture of shoes desired from U.S. manufacturers by shoe manufacturers' representative who desires exclusive agency for southwest France. Jack Graells, 45-51 Rue Saint Francois, Bordeaux. I.R. 53.

Wishes to represent large U.S. firms manufacturing synthetic leather or similar products used in manufacture of women's shoes. A. Tempier & Fils, 46 rue Breteuil, Marseille 6. I.R. 188.

### 314 Footwear, except Rubber

Shoes of all kinds, ladies', men's, children's, infants' leather, plastic, rubber, work, dress shoes of all kinds. Basco S.A., 24 rue Flegier, Marseille, 1er. I.R. 112.

### 334 Secondary Smelting, Refining of Nonferrous Metals

Stainless steel in strips, sheets. M. Paul Bres, 108 Bld. de Pont-de-Vivieux, Marseille. NCIA I.R. 199.

### 339 Primary Metal Industries

Aluminum, iron, tin sheet for making canister sets, other products desired by manufacturer of household articles. Masilly Usine Metallurgique, Masilly (Saone et Loire). WTD 5/22/63 I.R. 256.

Steel, iron products desired by importer for industries of steel, iron, refractory, hard metal, chemical. Also desires pure iron oxide, titanium dioxide. Pierre Bap et Cie., 17, rue Eugene Delacroix, Paris 16. WTD 5/22/63 I.R. 244.

Distributor of metal, ferro-alloys wishes to import from U.S. similar products as well as castings used in the aeronautical industry, equipment used in the heat-processing industry (ovens). H. Champin Co., 25, rue d'Assort, Paris 8. I.R. 242.

### 342 Cutlery, Hand Tools, General Hardware

Hacksaw blades for metal work; high-quality pliers for electronic, radio work desired by importer. S.O.A.M.E.T., 68, avenue Parmentier, Paris 11. WTD 6/5/61 I.R. 297.

Hand tools, implements sought by importer wishing to represent U.S. manufacturer. Pachod Freres & Cie., 16 Avenue Marechal De Saxe, Lyon (Rhône). I.R. 433.

Chrome towel bars, soap dishes; cabinet hardware such as knobs, pulls, catches, for kitchen, bath cabinets desired by factory agent. Victor Mechoulam, 102 Quai des Chartrons, Bordeaux. WTD 1/1/61 I.R. 40.

Manufacturer-wholesaler wishes to buy garden tools, supplies; power mowers, housewares, portable powered (gas or electric) insecticide dusters, hand pruners; hand saws; high-styled plastic houseware, plastic garden hose, towel bars, soap dishes, paper holders in chrome, wire shoe racks, skirt hangers, blouse hangers. Etablissements Henri Petit, 22 rue Antoine-Monier, Bordeaux-Bastide, Gironde. WTD 1/1/63 I.R. 22.

Garden tools, household equipment either on a direct or exclusive representation basis sought from the U.S. by importer. Bourguet-de Clausade et Cie., 22, rue de l'Arvade, Paris 8. WTD 5/22/63 I.R. 266.

Hand tools manufacturer desires to purchase from U.S., hand tools, small to medium size metal working tools, (including electrically operated), (not machine tools such as lathes); could possibly lead to manufacture under license, and for re-export to other countries. Virax Ets. Metivier-Lang, 54 Ave. Philippe-Auguste, Paris 11. WTD 1/20/61 I.R. 247.

### 343 Heating Apparatus (except Electric), Plumbing Fixtures

Requests exclusive sales agency and/or distributorship for U.S. manufacturers of domestic, commercial heating, air-conditioning equipment. Radio-Menage, 220 Avenue de Toulon, Marseille, 10. NCIA I.R. 101.

Requests sales agency or distributorship in France for U.S. manufacturers of all types of oil burners for furnaces, ovens, generators, foundries, boilers. Pillard Freres & Cie., 60 Cours Pierre Puget, Marseille, 6eme. I.R. 193.

Manufacturer of oil, gas burners, warm air furnaces seeks licensing agreements or distribution arrangements with U.S. manufacturers of heating, air-conditioning equipment. Ste. Nlle. Dieny & Lucas, 223 bd. Pereire, Paris 17. I.R. 362.

### 344 Fabricated Structural Metal Products

Interested in representing and/or purchasing prefabricated homes, summer houses of steel or aluminum, but not wood. Arondo-Steel, Domaine La Denise, Puyricard, B.D.R. I.R. 141.

### 351 Engines, Turbines

Stationary industrial engines—diesel, gas—sought from U.S. manufacturer for representation by importer. Pachod Freres & Cie., 16 Avenue Marechal De Saxe, Lyon (Rhône). I.R. 433.

### 352 Farm Machinery

Large manufacturer of power cultivators seeks agency for U.S. manufacturers of small agricultural implements, i.e., fertilizer spreaders, rotary cutters, mowers, shredders, irrigation equipment. Interested also in licensing agreement with U.S. manufacturers for assembly or manufacturing these in France. Staud Co., 25 Bld. de Verdun, Courbevoie. WTD 2/15/63 I.R. 246.



Farm equipment, wide variety, U.S.-made, technologically advanced, desired by wholesaler who wishes to become agent for products, such as: sprinkling equipment (pipes, heads and valves), electric saws, small tractors, smoke makers, barn heaters. Etablissements Ducos, 185 Boulevard de la Republique, Agen, Lot et Garonne. WTD 5/19/52 I.R. 58.

Manufacturer of agricultural machinery wishes to become exclusive agency for rotary tillers. Razol Co., Ruc Labruyere, Tonneins, Lot et Garonne. I.R. 93.

Contacts desired with manufacturers and/or suppliers of farm machinery including hardware products with view towards exclusive basis representation. Claude Luro, 50 Residence d'Aspin, Paul, Basses Pyrenees. I.R. 94.

Wishes to import small agricultural equipment; power diggers, cultivators, clippers, planters, garden tools, on a direct basis or act as a representative. Marcel Imbert, 3 rue Lafayette, Marseille. I.R. 176.

### 353 Construction Machinery

Conveyor systems, material handling equipment (for industry and agriculture). Manufacturer desires agency and/or licensing agreement with U.S. manufacturer in same line. C.I.V.A.L., 108 Rue Ste. Manr, Paris XI. WTD 5/22/63 I.R. 228.

Industrial construction machines, earth moving equipment, derricks, oil fired steam cleaners, dumpers, pumps, cranes, concrete and cement mixers, any other products useful in civil or public works construction desired for exclusive representation in France. S.E.M.I.A., 20 Rue des Allemandiers, Bordeaux. WTD 2/1/63 I.R. 52.

Road-building, repairing equipment manufacturer seeks equipment for road work, cutter line for road construction like asphalt patchers, salt and sand road spreaders. Signalisation Moderne Autoroutiere "SMA," 21-23 rue Jules-Ferry, Courbevoie (Seine). WTD 5/22/63 I.R. 271.

Oil field equipment manufacturers wishing to be represented by French manufacturer, please contact: Societe d'Etudes Petrolieves, 6 Ave. Franklin-Roosevelt, Paris 8. I.R. 283.

Used public works equipment such as grading equipment, earth moving, fork lifts heavy duty, cranes, road building for asphalt, cement, special trucks, trenching equipment for resale to other countries as well as France. Also seeks to represent new equipment in same categories. Terigi (Chantiers Equipement de Guyenne), 163 rue Camille Codard, Bordeaux. WTD 12/11/61 I.R. 10.\*

Heavy construction machinery used in building industry desired from U.S. manufacturers with view towards sales representation or licensing arrangement in France. Specific interest in lifting, hoisting, pulling, handling, equipment for industrial service. Buzzichelli, 8 rue Bayard, Toulouse, Haute Garonne. WTD 4/1/63 I.R. 97.

Seeks U.S. public works equipment new and used and/or U.S. rental firm on a licensing arrangement basis for rental company in France. Societe Armoricaine de Transports Automobiles "Sata," 56, rue de Rome, Paris 8. WTD 5/22/63 I.R. 232.

Agent of waterproofing materials, contracting supplies wishes to represent U.S. firms which produce masonry saws, automatic cement trowels, vibrators for industry. Wolff, Jean, 1 rue Reine-Elisabeth, Marseille. I.R. 163.

Steamship agent, operating stevedore wishes to represent U.S. stevedoring equipment; fork

lift trucks, cranes, trucks, other materials handling equipment. Agence Maritime Generale, 102 rue de la Republique, Marseille. I.R. 181.

### 355 Special Industry Machinery

Thermal refractory equipment manufacturers wishing to be represented in France, requiring kiln regulating controls, spare parts, please contact: Les Produits Siliceux, 21 Avenue De Tourville, Paris 7 E. I.R. 216.

Shoe-making tools (small labor-saving) of unique and technologically advanced nature to function with plastics, leather, rubber desired by wholesaler supplying shoe manufacturers. Depot de Cuir et Crepins, 74 rue de Belleville, Bordeaux (Gironde). WTD 1/8/62 I.R. 7.

Small wood-making machines sought by manufacturer of machinery, to extend his line. Avodec, S.A., 27, Grand'rue, Saverne (Bas-Rhin). I.R. 328.

Steel scrap, presses for scrap metal, heavy-duty motor-operated shears desired by wholesaler. Ferrimex, Chantier Ferrimex, Gare St.-Roch, Nice (A.M.). NCIA I.R. 377.

Manufacturer of stuffed toys seeks machine for stuffing animals of various sizes. Opening for smallest toy is five cm. and nozzle must be able to enter this opening. Material used for stuffing is primarily polyethylene scrap. Societe Des Jouets Dany, 110 rue Vielle du Temple, Paris 3. I.R. 415.

Interested in purchasing machinery for manufacture of concrete blocks. So-Ge-Fri S.A., 59 rue de Village, Marseille. I.R. 125.

Wants to represent U.S. manufacturer of printing machinery, and makers of solvents for cleaning type, rollers, blankets, pumps, presses. Lorilleux-Le Franc, 40 Cours Gouffe, Marseille 6. I.R. 178.

### 358 Service Industry Machines

Wholesale distributor of commercial laundry, hotel equipment, supplies, wants to act as distributor or sales representative in France for commercial washing machines, dryers, mangles, ironers. Diffusion Hoteliers, 48 rue St. Laurent, Marseille. I.R. 140.

Wholesaler/broker of food products desires purchasing meat tenderizers, canned vegetables, canned cherries. Eurodipad, 7 rue Mansard, Vanves (Seine). WTD 5/22/63 I.R. 233.

Vending machine manufacturers desiring selling agents in France contact manufacturer of same: Etablissements J. Viriot & Cie, 50 Cours Balguerie-Stuttenberg, Bordeaux. WTD 8/10/62 I.R. 61.\*

Butcher equipment supply house seeks from U.S. firms: tenderizers, food slicers, mixers, coffee grinders, refrigeration cases. Etablissements Asmo, 121 Cours de la Marne, Bordeaux, Gironde. WTD 11/1/52 I.R. 72.

U.S. vending machine manufacturer desired by manufacturer of taximeters, taxiphone, vending machines for license and/or agency agreement to supplement line; also desires parking meters on above basis. Safaa, 73 rue de la Condamine, Paris. WTD 12/22/61 I.R. 207.

Refrigeration equipment representation sought from U.S. manufacturers by agent in France. Ste. Bontami, 81, rue Defrance, Vincennes (Seine). I.R. 404.

### 360 Electrical Machinery

Wide range of electronic products desired from manufacturers and/or firms sought by French agent/engineer wishing to represent

them. Adrien Berloty, 27 Quai de Tilsitt, Lyon. NCIA I.R. 226.

Electrical tubes, floor polishers, communication equipment, microphones desired by importer/wholesaler of electrical equipment from U.S. producers. Wishes to purchase or represent above. D. Tahon, 5 rue Eugene Sue, Paris. I.R. 380.

### 363 Household Appliances

Small appliances from U.S. manufacturer desired such as can openers, vacuum cleaners, coffee grinders. Radio-St. Pierre, 13 Rue des Bahutiers, Bordeaux. I.R. 32.

Seeks exclusive representation for U.S. air conditioners, refrigeration equipment for household use only, as well as hardware items, being wholesaler in southwestern France. Etablissements Louis Ratabou, Villenave d'Ornon, Gironde. I.R. 51.

### 365 Radio, Television Receiving Sets

Pocket, table transistor radios, battery-operated, desired by agent. Comptoirs d'Exportation du G.C.F.I., 27 Place des Martyrs de la Resistance, Bordeaux, Gironde. I.R. 26.

### 367 Electronic Components

U.S. electronic equipment manufacturers sought by French counterpart with view towards importing electrical components (signal lamp holders, switches, special electronic tools) and/or licensing arrangements similar products in France. Ets. Dyna, 36 Ave. Gambetta, Paris 20. WTD 10/4/62 I.R. 259.

### 369 Electrical Machinery

Representative of home heating equipment, interested in contacting U.S. makers of thermostats for use in connection with French-made home heating equipment. Must meet French standards of voltage and ac cycles. M. J. Errero, 8 rue du Bosquet, Marseille. I.R. 138.

### 371 Motor Vehicles, Motor Vehicle Equipment

Automotive air conditioning, refrigeration equipment manufacturers sought for exclusive representation in France; ultimately in licence agreement by French manufacturer of materials handling, electro-mechanical industrial equipment. Ets. P. Raimbault et Cie. 1, Cours de Bercy, Moulins, Allier. I.R. 268.

Manufacturer of auto accessories seeks representation of U.S. firm specialized in transmission for cars to sell and/or to manufacture in France. Anciens Ateliers Cresbert, 7, rue Thomas-d'Orleans, Colombes (Seine). I.R. 342.

### 373 Ship Building, Repairing

Pleasure boat manufacturer wishes to import U.S. pleasure boats, yacht fittings, marine engines, plastic materials with a view to future licensing agreement to produce U.S. boats in France. Ateliers et Chantiers de la Rochelle-Pallice, Head office-45 Avenue d'Iena, Paris 16. I.R. 290.

Aluminum hulls, latest technical information on protective coatings for aluminum hulls for small boats sought from U.S. manufac-



turer who can supply these to French manufacturer. Entreprise Protec, 75 Quai de Queyries, Bordeaux-Bastide. I.R. 73.

General marine supplies firm wants exclusive agency for southern France of U.S. manufacturers of general marine and industrial supplies. Docks Maritimes & Industriels, 36 Bld. des Dames, Marseille. I.R. 114.

Manufacturer of fiber glass pleasure boats interested in direct purchase or license agreement for new design and development of fiber glass boats. A.D.S.E./Stratolith, 42 Bld. des Dames, Marseille. I.R. 134.

Agent of pleasure boats would like to represent U.S. manufacturers of pleasure boats, outboard motors, marine accessories. M. Lebert, 5 Place de Rome, Marseille. I.R. 156.

### 381 Engineering, Laboratory, Scientific, Research Instruments

Chemical products wholesaler-importer seeks contacts with U.S. manufacturers of chemicals, scientific instruments for representation of these firms in France. Cie. Franco-Italienne de Produits Chimiques, 3 rue Vignon, Paris 8. I.R. 418.

### 382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Instruments, apparatus used in spectrography from U.S. manufacturers desired by manufacturer of optical, photographic precision-built equipment who desires to act as distributor. Societe Generale d'Optique, 76 Bd. de la Villette, Paris 19. WTD 4/6/62 I.R. 443.

### 383 Optical Instruments, Lenses

Manufacturer of ophthalmology instruments wishes to import technical, commercial instruments of ophthalmology. Etablissements Pierre Mosse, 71 rue St. Ferreol, Marseille 6. WTD 4/12/62 I.R. 111.

### 384 Surgical, Medical, Dental Instruments

U.S. manufacturers of medical apparatus for laboratories wishing to be represented by French manufacturer please contact: Laboratoires Genneau, 5 Rue Duluc, Bordeaux. I.R. 19.

U.S. manufacturer of medical machines, equipment desiring to be represented in France by importer/distributor of similar equipment, please contact: Centre de Documentation Biologique, 78, bd. St. Germain, Paris 5. WTD 5/22/63 I.R. 227.

Veterinary products sought by manufacturer of animal foodstuffs, medicines, instruments sold to veterinarians who desires to act as agent for U.S. producer of these products. Sofca, Departement Veterinaire, 31, rue Tronchet, Paris 8. I.R. 370.\*

Work gloves, glasses, goggles, helmets, uniform clothing, other industrial, commercial protective-safety devices from U.S. sources desired by manufacturer of protective-safety devices interested in possibly assembling at his plant. La Protection Rationnelle, 40 rue Louis Blanc, Paris 10. I.R. 332.

Hospital-medical equipment, supplies manufacturer-distributor desires to import from the U.S. similar products for distribution in France. Maison Luer, 104, bd. St. Germain, Paris 6. WTD 5/22/63 I.R. 296.

### 385 Ophthalmic Goods

Manufacturer of high-style plastic spectacle frames wishes to represent U.S. manufacturers of metal glass frames. Manufacture de Lunettes, 18, rue Anna-Jacquain, Boulogne-sur-Seine (Seine). I.R. 373.

### 386 Photographic Equipment

Graphic arts equipment desired by large manufacturer of same products wishes to add to his line for distributorship. Ateliers Bariquand-Marre, 79 Avenue Aristide-Briand, Arcueil (Seine). WTD 2/21/63 I.R. 214.

### 391 Jewelry, Silverware, Plated Ware

Silverplated holloware, giftware manufacturers for representation desired by French manufacturer of these products. Orfeverie Girod, 14, rue Portefoin, Paris 14. I.R. 400.

### 394 Toys, Amusement, Sporting Goods

Electric, mechanical scientific toys manufacturer wishes to establish contact with a U.S. counterpart for distribution in France a variety of U.S. toys, with eventual possibility of a licensing agreement. Cl. Rollet & Fils, 73-75 Rue Henri-Barbusse, Clichy (Seine). I.R. 360.

Fishing tackle equipment sought by wholesaler of fishing articles. Margou & Fils S.A., 148 avenue Daumesnil, Paris 12. WTD 5/22/63 I.R. 223.

U.S. toys desired by wholesaler who wishes to act as agent for U.S. manufacturers. Au Domino, 22 rue Vital Carles, Bordeaux, Gironde. I.R. 64.

\*Importer, wholesaler of toys, hobbies, miniature models wants to import or act as agent for U.S. toy manufacturers. Would consider joint venture for manufacturing in France U.S. line of toys. Etats. Mouttet & Cie Sta., 15 Bld. de Briancon, Marseille, 3. I.R. 102.

Agent for textiles interested in expanding line; anxious to represent U.S. toy manufacturers. Mr. Blaise Vita, 10 Crs. Mirabeau, Aix-en-Provence, B.D.R. WTD 3/1/62. I.R. 154.

### 396 Costume Jewelry, Costume Novelties, Buttons, Notions

Advertising novelty items, giftware, specialties manufacturers wishing to be represented by French commission representative, please contact: Rene Massonat, 14 Rue de Cursol, Bordeaux, Gironde. WTD 2/12/60 I.R. 25.\*

Manufacturer of religious items, giftware seeks similar items from U.S. manufacturer who would in turn handle his line of products in U.S. Societe Louis Cadieux et Fils, 19 Rue St. James, Bordeaux. I.R. 68.

U.S. novelties. Send (Sarll), Nice, Alpes-Maritimes, France. I.R. 132.

Importer of novelties wants to buy direct or act as representative for manufacturers of novelties. Marcel Imbert, 3 rue Lafayette, Marseille. I.R. 171.

Agent-distributor wishes to represent a wide range of U.S. consumer products. Societe Solor, 110 rue Sainte, Marseille. WTD 8/17/56 I.R. 182.

### 399 Manufacturing Industries

U.S. company manufacturing fishing equipment such as natural bait, i.e., insects, fish preserved in alcohol or glycerine; lures, who would like to be represented in France by importer dealing in above line, please contact him. Also wishes to buy brine shrimp on his own account directly. Dafnie, 6, rue de Fe-camp, Paris 12. WTD 3/8/62. I.R. 275.

Wishes to represent plastic products for domestic and industrial use, as well as toys. Hopes eventually to produce these products under license in France. Isaac Zenou, 94, rue Lafayette, Paris 10. I.R. 337.

Chemicals, textiles manufacturers sought for exclusive representation arrangements. Hubert Wittorski, 127, Champs Elysees, Paris 8. WTD 3/26/63 I.R. 361.

Commission agent wishes to represent U.S. firms in the following areas: auto service equipment, kitchen electrical fixtures, hoods, vents, electrical sockets, disposal units. Eugene Saks, Chateau d'Ardilliere, par Limours (S.O.). I.R. 366.

Wishes to represent U.S. manufacturers of fruit juices, canned goods, frozen foods, also clothing of all types, building materials. Pachod Freres & Cie, 16 Avenue Marechal de Saxe, Lyon (Rhône). I.R. 434.

Finger-operated sprayers, small, adequate for perfume, cosmetic uses desired by manufacturer of similar products from U.S. producer. Le Frisson, 38 rue d'Hauteville, Paris 10. NCIA I.R. 419.

Buyer of department stores desires wide range of products for stores—any new lines of cosmetics, stationery; ready-to-wear apparel for men, women, children; toys; women's costume jewelry of all types. Grands Magasins au Bon Marche, 38, rue de Sevres, Paris 7. I.R. 442.

Manufacturer of household cleansers, waxes, floor, shoe polishes; glass, metal cleaners; deodorants, insecticides seeks new products in this field on direct basis or conclude a licensing agreement. Ca-Va-Seul, Nogent-sur-Marne. WTD 5/22/63 I.R. 230.

### 509 Wholesalers

Scrap steel (any grade), scrap metal desired by French importer/agent. Sumex, 5, rue Louis-le-Grand, Paris. I.R. 249.

## Leads for Importers

### 203 Canning, Preserving Foods

French import company wishes to contact U.S. retailer interested in introducing cheeses, jams, jellies on the U.S. market. France-Food, 39, rue Washington, Paris 8. I.R. 369.

French manufacturer of canned food would like to export to U.S. D'Arros Freres, 1 rue Francois-Massabo, Marseille, 2. I.R. 173.

### 207 Confectionery

French manufacturer of biscuits and cookies is most anxious to locate representative in the



U.S. Biscuits Brun, 20, rue Georges Moderic, Maisons-Alfort (Seine). I.R. 408.★

Seeks distributor in the U.S. for line of cookies packed in metal or foil boxes. Biscuiterie Schagen, 110 rue Ste Cécile, Marseille. I.R. 200.

## 208 Beverages

Red, white Bordeaux wines, cognac brandies. A. De Luze & Fils (Maison), 88 Quai des Chartrons, Bordeaux. NCIA I.R. 18.

Wines, cognacs, liquors, cordials. Also looking for U.S. firm in position to manufacture under license a brand of sparkling wine. Mr. Paul Saby & Co., 107 Avenue Foch, Libourne, Gironde. WTD 5/27/58. I.R. 3.

Manufacturer seeks U.S. representative for Calvados liquor. Heritiers de Vvc. R. Chort-Mutel, 23-25 rue de Quillebeuf, Pont-Audemer (Eure). I.R. 389.

Exporter of moussoux, vinegars, liqueurs wants to contact agent in the U.S. for the exclusive importation of wine, liquors, champagne, vinegars. Bureau Boulard "Export-Import," 48 Quai des Chartrons, Bordeaux. WTD 6/1/57. I.R. 30.

Manufacturer of liquors desires distribution and sales of his liquors, brandy, syrup, also basic products necessary for a potential importer to bottle under his own brand name. Etablissements Cazanove, 15 Rue Turenne, Bordeaux, I.R. 31.

Manufacturer of "mousseux" wines, both sweet and semi-sweet, as well as a distributor for white, red, rose wines is anxious to distribute his products in the U.S. Etablissements Mireille, 78 Avenue du Char-Verdun, La Valette, Var. I.R. 120.

## 209 Food Preparations

Wants to appoint agent and distributor in U.S. to handle P.O.P. oyster powder, and P.O.P. cream, I.T.C. Laboratories, 29 Rue Vernet, Paris 8. WTD 5/3/63. I.R. 252.★

New type of dehydrated herbs for infusions, i.e., verberna, lime flower, mint. Fevrier Decoisy Champion, 60 rue de Wattignies, Paris 12. WTD 1/23/63. I.R. 241.

Olives, other North African foodstuffs. J. Bigorre et Cie, 53, bd. Haussmann, Paris 9. WTD 12/17/63. I.R. 240.

Manufacturer wants to introduce through agent his "Chestnut Cream" (a jelly for use on pre-cocktail crackers). Conserveries du Rouget, 1 Cite Riverin, Paris 10. I.R. 390.

Seeds, chemicals, fatty alcohols, esters waxes, vitamin A oils to the U.S. Société Giraud & Cie, 33 rue Paradis, Marseille. I.R. 150.

Wants to contact U.S. sales representatives and/or distributors interested in representing or purchasing directly oils made from grape seeds. UNIPOL, 13 rue Roux-de-Brignoles, Marseille, 6. WTD 7/27/61. I.R. 162.

## 227 Floor Covering Mills, Products

French export-import house wishes to find an importer or distributor in the U.S. for a specialty rug. Les Successeurs de Leonce Reysson, 2, Place de la Corderie, Marseille. I.R. 144.

## 230 Apparel

Manufacturer of men's, women's sportswear and sports footwear seeks exclusive U.S. sales

representative calling on department stores, wholesalers. Henry Ours, 21 rue Georges Boisseau, Clincy (Seine). I.R. 298.

## 232 Men's, Youths', Boys' Furnishings, Work Clothing

Dress and sport slacks. Etablissements Hemespe, 34 Cours Alsace Lorraine, Bordeaux. WTD 2/11/62 I.R. 37.

## 233 Women's, Misses', Juniors' Outerwear

Dress manufacturer wishes to develop relationships with U.S. dress manufacturer for exchange of designs, technical know-how, and particularly to develop increased sales to U.S. stores. Pierre Billet, 45, rue des Petits-Champs, Paris 1. I.R. 239.

Manufacturer of women's wearing apparel wishes to establish contacts with agent to introduce products in the U.S. Ets. Bomo, 4, rue D'Aboukir, Paris 2. I.R. 383.

French manufacturer of ladies coats wishes to exhibit and sell products in the U.S. Couture Rosy, 8, rue Francis-Davso-Marseille. I.R. 179.

## 234 Women's, Misses', Children's, Infants' Under Garments

Stockings, ladies underwear. Would consider licensing agreement with U.S. producer. Ets. Gaston Verdier, Verdier, 1 rue de Metz, Paris. I.R. 212.

## 238 Apparel, Accessories

Manufacturer of specialized line of clothing for medical profession and industrial technicians or workers seeks U.S. sales representative now calling on medical supply houses, other apparel outlets. Société JEM, 48 rue Barbaroux, Marseille. I.R. 103.

## 239 Fabricated Textile Products

Manufacturer of canvas products wishes to export to the U.S. canvas containers for camping, military, industrial uses. Industrielle Textile, 7 Passage Guenot, Paris 11. WTD 5/22/63. I.R. 323.

To establish direct contacts for direct importation of men's, women's Basque Berets. Societe Textile D'Exploitation, 33 rue Alfred-de-Musset, Carcassonne, Aude. I.R. 116.

## 242 Sawmills, Planing Mills

High grade walnut for use in manufacture of furniture, ships, gun stocks. Rouleau Freres & Cie, 1-7 Cours St. Georges, Périgueux, Dordogne. WTD 3/60. I.R. 69.

## 244 Wooden Containers

Molded wooden products made from compressed wood. Verdon-Thibault, Cerizay (Deux Sevres). WTD 11/61. I.R. 78.

## 249 Wood Products

Walnut shell flour used in the manufacture of plywood glues, furniture glues. Rene Sauts, 54 Avenue Pasteur, Pessac, Gironde. WTD 11/22/61. I.R. 42.

Wishes to locate an agent in the U.S. for distribution of cork shoe soles, cork filler for shoe manufacturers. Etablissements Charles Duvicq, Tosse, Landes. I.R. 17.

## 265 Paperboard Containers, Boxes

Seeks agent or representative for cardboard packaging for jewelry, small giftware items as well as point of sale displays. Imcarvau, 10, rue de Bretagne, Paris 3 (Valreas, Vaucluse). WTD 5/22/63. I.R. 292.★

## 281 Industrial Chemicals

French producer of potash and chemicals seeks distributor to handle line of laboratory grade caustic potash and pharmaceutical grade (USP) potassium carbonate, potassium bromide, sodium bromide, ammonium bromide, photographic grade. Potasse et Produits Chimiques, Thann (Haut-Rhin). I.R. 335.

## 283 Drugs

Pharmaceutical firm specializing in products in pill form seeks U.S. distributor for products, particularly an antirhumatisme product. Laboratoires Genneau, 5 rue Duluc, Bordeaux. I.R. 34.★

Manufacturer of pharmaceutical ethical products wishes to find a U.S. distributor—especially for two new products. Laboratoires Latema, 11 bis, rue Balzac, Paris 8. WTD 10/18/62. I.R. 307.

## 284 Soap, Detergents, Cleaning Preparations, Perfumes, Cosmetics

Seeks sales representative in U.S. for Aromatic raw materials for perfumes, soap, cosmetics, hair preparation, special perfumes. Ets. De Trevisse, 42-48 Rue de la Reine Henriette, Colombes (Seine). I.R. 218.

Manufacturer wishes to sell high luxury toilet soap. Savonnerie d'Alesia, 46-48 rue de Stalingrad, Le Pre St-Gervais (Seine). I.R. 388.

Manufacturer of household dyes, cleaning, polishing products seeks U.S. sales representatives and/or wholesalers to market line of products. Gonnet and Cie, 55 Place de la Republique, Lyon 2. WTD 12/20/60. I.R. 319.

## 287 Agricultural Chemicals

Producer of chemical products for agriculture wishes to sell in the U.S. specialized products to destroy pests, insects. Ets. Umupro, 20 rue Gasparin, Lyon 2. I.R. 262.★

Manufacturer of organic garden fertilizers wants sales representative in U.S. Also desires mutual exchange of horticultural, arboricultural supplies, equipment, particularly new developments in those fields. Leon Derome-Le Feriligne, Rue de la Gare, Bavay (Nord). WTD 2/6/61 I.R. 274.★

Manufacturer of fertilizers for potted plants grown in homes seeks agent to represent products in the U.S. Ste. Sep., 25 rue Victor Hugo, Paris. I.R. 430.

## 289 Chemical Products

Glue for leather goods, shoe cleaning pastes, creams, other leather cleaning pastes, creams. Seeks agent or company to manufacture products under license. "La Chevette," 156, rue



du Faugourg St. Denis, Paris 10. WTD 5/22/63 I.R. 220.

Manufacturer wishes to export plaster coatings to U.S. S.A. Ancien Ets. Jardin, 27 bis rue de la Poterie-Corbeil-Essonnes, Seine & Oise. I.R. 340.

### 301 Tires, Tubes

Manufacturer of sporting goods equipment line, i.e. bicycle, motor scooter, motorcycle tires; rubber inflatable canoes, boats; rubber inflatable mattresses, folding beds (aluminum and rubber), wishes to locate sales agent in the U.S. Ets. Hutchinson, 124 Avenue des Champs-Elysees, Paris. I.R. 432.

### 302 Rubber Footwear

Seeks U.S. representative for unlined, lined rubber footwear. Etablissements Baudou, Les Eglisottes, Gironde. WTD 2/4/63 I.R. 13.

### 306 Fabricated Rubber Products

Manufacturer of rubber products wishes to sell industrial rubber products such as machine rubber, parts for oil and other industries. Would consider licensing U.S. firm to produce its own products in U.S. Paulstra, 9 rue Hamelin, Paris 16. WTD 6/4/63 I.R. 427.\*

U.S. agent needed for manufacturer's work and outdoor rainwear to be introduced in U.S. Pigeon Voyageur, Rue Louis-Blanc, Bethune P de C. I.R. 401.\*

Interested in exporting both genuine and synthetic rubber products or combination thereof, to U.S. mats for floors of automobile, trucks, soles for shoes, mountings for motor vehicles, waste disposers. Talmier, Fils & Cie., B.P. 69, Carcassonne, Aude. I.R. 161.

### 307 Plastics Products

Manufacturer of plastic dyes, molds, injectors, other products, seeks agent to distribute products in the U.S. Ste. Nouvelle des Plastiques Industriels (S.N.P.I.), Derval (L.A.), WTD 5/22/63 I.R. 289.\*

Manufacturer of semi-finished plastic products wishes to export cellulose acetate plastic scrap. Bourgogne & Grasset, S.A.R.L., 43 rue Pasteur, Beaune (Cote-d'Or). WTD 5/22/63 I.R. 293.

Manufacturer of household items such as pitchers, pails, buckets, also polyethylene. Plastimonde, 101, rue Molier, Ivry (Seine). WTD 6/6/59 I.R. 317.

Manufacturer of plastic tackle boxes wishes to locate agent. Venard Freres, 158 rue A. France, Oyonnax (Ain). WTD 5/22/63 I.R. 303.

### 313 Boot, Shoe Cut Stock, Findings

Manufacturer of leather shoe soles seeks U.S. buyers. Etablissements Maurice Motton & Co., 48 rue des Forges, Dijon. I.R. 372.

Manufacturer-tanner wishes to locate U.S. representative for products—a variety of colors, leathers. Jean Enault, 19, rue Jacques Louvel Tessier, Paris 10. WTD 7/6/62 I.R. 308.

### 314 Footwear, except Rubber

Medium-priced shoes, slippers for women. Etablissements Maurice Dubois, 223 Avenue

d'Ares, Cauderan (Gironde). WTD 1/3/62 I.R. 67.

Women's novelty, sports shoes as well as summer, winter slippers. Roger Merlet, 27 Cours Tourny, Libourne, Gironde. I.R. 11.

Manufacturer of men's, women's sportswear, sports footwear seeks exclusive U.S. sales representative. Henry Ours, 21 rue Georges Boisseau, Clincy (Seine). I.R. 298.

### 319 Leather Goods

Manufacturer of key holders of leather (used for publicity purposes) seeks U.S. outlets. Ets. Lucas, 16, rue des Poissonniers, Paris 18. WTD 9/13/62 I.R. 341.

### 325 Structural Clay Products

Manufacturer seeks wholesale outlets or sales representatives in U.S. for ceramic tile, mosaic, anti-acid pipe. Cerabati, 6, avenue Velasquez, Paris 8. WTD 8/27/62 I.R. 265.

### 332 Iron, Steel Foundries

Special type steel in sheets, plates, bars. Pierre Bap & Co., 17 Rue Eugene Delacroix, Paris 16. WTD 5/22/63 I.R. 243.

Steel, steel products. V. Soriano et Cie., 366 bis, rue de Vaugirard, Paris 15. WTD 5/22/63 I.R. 273.

### 335 Rolling, Drawing, Extruding of Nonferrous Metals

Iron, steel wire, barbed wire, plain wire, wire used for bed-springs, other industrial purposes for export to U.S. Sidemetal—J.L. Demers Ltee. 36, avenue Hoche, Paris 8. I.R. 354.

### 343 Heating Apparatus (Except Electric), Plumbing Fixtures

Manufacturér of industrial gas, oil firing burners, supporting equipment interested in exporting on a direct basis to end-users in U.S. Pillard Freres & Cie, 60 Cours Pierre Puget, Marseille, 6 eme. I.R. 189.

### 353 Construction Machinery

Interested in exporting new trade type of shovel for building trade. Also new type of material handling and trailers. Terigi (Chantiers De Guyenne), 163 Rue Camille Godard, Bordeaux. WTD 12/11/61 I.R. 9.

Seeks agent in U.S. to handle mail sorting equipment, package handling equipment. Mosco Jacob, 2 Square Gaul Blanchet, Paris 12e. I.R. 381. NCIA.

Seeks U.S. representative for line of automatic control horizontal band-saws for use on wood or plastics. Ets. C.D., 20 rue Anabole, France, Quteaux (Seine). WTD 3/16/63 I.R. 429.

### 354 Metalworking Machinery

Drills, reamers, cutters, special high-speed precision tools. Florimond et Chabardes, 58-60 rue Denis-Papin, Pantin (Seine). I.R. 245.\*

Manufacturer of center precision and production lathes wishes to find agent in the U.S. Stima, 54, avenue Hoche, Paris 8. WTD 6/26/62 I.R. 425.

### 363 Household Appliances

Wishes to locate representative in the U.S. for electric water heaters. Durandean, Conseil Electrotechnique, 6 rue Boudet. I.R. 45.

### 364 Electric Lighting, Wiring Equipment

All types of insulated electric cable. Societe Geoffroy Delore, 11, rue Jeanne d'Asnieres, Clichy (Seine). I.R. 235.

### 365 Radio, Television Receiving Sets, Except Communication Types

Oceanic radio shortwaves, standard waves distributor. France-Expansion, 35 rue Boissy d'Anglas, Paris 8. I.R. 270.\*

### 367 Electric Components, Accessories

Signal lamp holders, switches, special electronic tools. Ets Dyna, 36 Ave. Gambetta, Paris 20. WTD 10/4/62 I.R. 257.

### 369 Electrical Machinery

Manufacturer of industrial, marine electrical batteries interested in having sales representation in U.S. or arranging licensing with a U.S. manufacturer for U.S. production of alkaline batteries. Duccellery Co., 23 Rue Alex. Dumas, Paris 11. WTD 10/8/62 I.R. 217.

Manufacturer of automatic starters for electric motors up to 200 hp. desires representation in U.S. Durandean, Conseil Electrotechnique, 6 rue Boudet, Bordeaux, (Gironde). I.R. 47.

### 371 Motor Vehicles, Motor Vehicle Equipment

Midget cars used by youths and as training vehicles by police department on driving practices. Girmat, 71 Cours Edouard Vaillant, Bordeaux, (Gironde). WTD 10/62 I.R. 35.

### 372 Aircraft, Parts

Offers top quality line of airplane micro-turbo compressors, hydraulic equipment, fittings, electronic equipment for pressurizing, general outfitting of planes for licensing and/or distribution in U.S. Societe F. Breton & Cie, 24 Allées Fred, Mistral, Toulouse, Hte. Garonne. I.R. 91.

### 373 Ship Building, Repairing

Wishes to find agent in the U.S. to handle boats ranging from 18' to 75', and smaller sail boats. Hulls are made of plywood as well as plywood with a plastic coating. B.P.L. Marine, 19 Boulevard Chanzy, Arachon, Gironde. I.R. 65.

French manufacturer wishes to contact U.S. importer who would represent him, or U.S. maker who could manufacture under license fiber glass pleasure boats. Rhone Marine (Chantier De Marseille), Bld Marius Bremond, Verduron-Haut, Marseille. I.R. 172.

### 382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Manufacturer of precision gauges, barometers, hydrometers, meters, wishes to locate agent in U.S. Maxant Ets., 38 Rue Belgrand, Paris 20. I.R. 301, NCIA.\*



### 383 Optical Instruments, Lenses

Wishes to offer patented optical instruments to be manufactured under license in the U.S. or to export same to U.S. Etablissements Pierre Mosse, 71, rue St. Ferreol, Marseille, 6. WTD 4/12/62 I.R. 110.

### 384 Surgical, Medical, Dental Instruments

Distribution and service facilities in U.S. for appliances of vibrational medical treatment of obesity fractured limbs, after-effects of poliomyelitis, similar illnesses by massage, traction of limbs, spinal column. Societe d'Apareillage du Sud Ouest, B.P. 13, Marmande (Lot et Garonne). WTD 5/15/63 I.R. 49.

Seeks sales representatives in U.S. for line of protective glasses, goggles for industrial, commercial use. La Protection Rationnelle, 40 rue Louis Blanc, Paris 10. I.R. 333.

Manufacturer of optical, scientific, medical, laboratory instruments wishes to locate an agent in the U.S. to represent medical, laboratory instruments. Firm has retinal camera for ophthalmic use and gastroscope to film stomach; also has electronic microscope and metalurgical microscope. Optique de Precision de Levallois, 106 rue Chaptal Levallois-Perret (Seine). I.R. 358.★

Manufacturer of surgical fasteners wishes to give exclusive right for distribution to U.S. firm their surgical fasteners. Mme. Vve. L. Bruneau, 64, avenue Aristide-Briand, Montreuil (Seine). WTD 5/22/63. I.R. 306.★

Patented plastic syringes with possibility of future license arrangement. Ets. F. Cautel-lier, 26 Rue de Rome, Marseille. I.R. 198.

### 385 Ophthalmic Goods

Manufacturer of spectacle frames wants to find agent for sale of products in the U.S. Lunetterie Devigne Sarl, 12 Rue de Sevigne, Paris 4. I.R. 264.

French manufacturer of plastic glass frames wishes to find wholesaler to distribute products. Manufacture de Lunettes, 18, rue Anna-Jacquie, Boulogne-sur-Seine. I.R. 374.

### 386 Photographic Equipment

Manufacturer of graphic arts equipment anxious to locate three or four distributors to cover U.S. The machine photographs texts, can reduce size by 25%; italicize sections; 60 cycles; produces a negative for reproduction suitable for short offset runs of 2,000 to 3,000 or more. Special attachments available for reproducing line drawings, half-tone reproductions. Ateliers Bariquand-Marre, 79 Avenue Aristide-Briand, Arcueil (Seine). WTD 2/21/63 I.R. 215.★

Agent in U.S. needed to distribute manufacturer's photographic lenses, zoom lenses. Societe Generale D'Optique, 76 bd. de la Villette, Paris 19. WTD 4/6/62 I.R. 411.

### 394 Toys, Amusement, Sporting Goods

Dolls of polyethylene, with or without clothes, hair of nylon fiber or moulded. Ets. C. Convert, Boite Postale 19, Oyonnax (Ain) (Paris office: 2, rue de Vienne, Paris 8). WTD 5/22/63 I.R. 276.

Manufacturer of small inexpensive plastic toys seeks agent in U.S. Jou-Plast, Coligny (Ain). WTD 5/24/63 I.R. 392.

Wants to sell French toys to U.S. department stores. France Jouets, 278 Avenue de la Capelette, Marseille. WTD 1/23/59 I.R. 194.

Wishes to sell equipment for the game of Boule. Fonderies Du Midi, 21 rue Cite des Platanes, Marseille. I.R. 183.

### 396 Costume Jewelry, Costume Novelties, Buttons, Notions

Requests inquiries from sales representatives in U.S. interested in selling small plastic novelties to the novelty, toy, religious supply trade. Confisal, 63 rue Abbe-de-l'Epee, Marseille. I.R. 106.

### 399 Manufacturing Industries

Manufacturer of: models of human or animal anatomies, geometric and stereometric bodies, made of rubber and/or plastic material seeks contact with U.S. firm to arrange exclusive distribution on U.S. market. Ets. Pieron, Sarrequemines, (Moselle). I.R. 399.

Commission agent wishes to locate agents in the U.S. to market plastic tile that imitates glass; storage tanks of plastic coated rubber, holds up to 10,000 gal. of liquid except strong acid; commercial dough mixer, household linen. Eugene Saks, Chateau d'Ardilliere, par Limours (S.O.). I.R. 367.★

Manufacturer wishes to find representative in the U.S. to distribute travel articles of various types, articles are lightweight, expanded plastics, fiber-board type. U.S. styling. Favo, Fabrique d'Articles de Voyage et de Maroquinerie, 31, avenue de Gle. Gallieni, Romainville (Seine). WTD 7/10/62. I.R. 346.★

Manufacturer of plastic pipe with a removable ceramic bowl, removable filter wishes to export products to the U.S. J. Mahieux, 41 Avenue Gabriel-Peri, Rueil-Malmaison (S & O). WTD 5/22/63 I.R. 339.★

Wishes to export raw materials, glass tubing, furniture, machine tools, parts for bicycles including accessories. Pachod Freres & Cie, 16 Avenue Marechal De Saxe, Lyon (Rhône). I.R. 436.

Manufacturer of women's wigs, men's toupees, wishes to sell women's wigs in U.S. Madame Jean Yordikian—Postiches d'Art, 18 rue d'Aix, Marseille, 1er. I.R. 186.

### 739 Business Services

Market research agency wishes to work out arrangement with U.S. marketing firms and consultants for marketing studies in Europe. Service International d'Etudes des Marches, 242 rue de Rivoli, Paris 12. WTD 2/11/63 I.R. 225.

Management consultant firm with experience in market surveys wishes to offer its services in this area. Planus, 223, Faubourg Saint-Honore, Paris. I.R. 336.

## Investment Opportunities

### License offered

Additional information on these 7 licensing opportunities may be obtained by U.S. manufacturers from the Bureau of International Commerce, Office of International Investment, Department of Commerce, Washington, D.C. 20230, by referring to the appropriate file number following each of the descriptions below.

### 243 Prefabricated buildings

Firm of engineers and architects offers patents and technical assistance under a license arrangement to U.S. firms for the manufacture of prefab buildings used for schools, hospitals, dwellings and warehouses. File 1105.

### 251 Hospital bed

Manufacturer of hospital and medical equipment wants to license a U.S. manufacturer to produce a patented hospital bed. File 1106.

### 284 Denture supplies

License offered for the production of denture adhesives and cleaning agents. File 1107.

### 287 Fertilizer

Developer of a synthetic manure which has all the fertilizing value and other qualities of natural manure but with greater ease of application and complete absence of smell seeks U.S. licensee. File 1108.

### 342 Can, bottle opener

License or sale of U.S. patent for production of a combination can and bottle opener offered U.S. manufacturers. File 1109.

### 382 Safety control

Production license for an industrial safety device utilizing photoelectric and photoresistant cells for oil-fired and gas-fired burners and other applications offered U.S. manufacturers. File 1110.

### 399 Dehydrating caps

License offered U.S. manufacturers for the production of dehydrating bottle caps and stoppers to absorb humidity in

containers of pharmaceutical products. File 1112.

## For sale

### 012 Vineyard

A fully staffed chateau, located in the Bordeaux region, making white and red wines is offered for sale. Transactions Immobiliers Forestieres et Agricoles, 20 rue Chauchat, Paris 9.

### 284 Cosmetics, detergents

Manufacturer of ladies' perfumes, cologne and nail-drying spray offers its business for sale. Yvonne d'Estrec, 6 Place Vendôme, Paris.

## License wanted

### 177 Concrete construction

License sought for the production of prefab concrete parking garage. Entreprises Ossude, 9 ave. d'Orsay, Paris 7.

### 203 Frozen foods

Firm engaged in quick freezing of all kinds of foodstuffs seeks technical and/or financial participation from U.S. frozen-food firms. GAST, BP 68, Le Prat Vannes (Morbihan).

### 205 Baked goods

Seeks cross licensing with U.S. baker for the production of its biscuits and cookies in the U.S. and to make U.S. baked goods in France. Biscuiterie Schagen, 110 rue St. Cecile, Marseille.

### 280 Chemicals

Manufacturer of chemical bases for detergents and items used in textile industry seeks license to make other products of a chemical base. Soc. An. Saphim-Fournier-Cimag, 4 rue de Galliera, Paris.

Manufacturer of aerosol products such as insecticides and room air deodorants seeks license to produce additional aerosol products. Caubet & Fils, 222 ave. de la Capelette, Marseille.

### 283 Pharmaceuticals

Cross-licensing arrangements sought by French pharmaceutical manufacturer. Laboratoires Corbiere, 27 rue de Renaudes, Paris 17.

License sought for the production of ethical drugs and pharmaceuticals by pharmaceutical firm which will offer its patents in return. Office Pharmaceutique Francaise d'Outre-Mer, 24 rue Amelot, Paris 11.

### 284 Cosmetics, detergents

License sought for the production of

cosmetics and toilet articles. Laboratoire Gueyne, 8 rue Dubessan, Bordeaux.

Detergents manufacturer seeks license to produce specialty detergents. Is particularly interested in producing amphoteric agents. Ste. Chimique Elveuvienne, St.-Pierre-lès-Elbeuf (S.M.).

License sought for the production of cosmetics other than nail polish, deodorants and suntan products. Laboratoires Feret & Freres, 20-24 rue Dautan-court, Paris 17.

### 285 Paints

Paint and varnish manufacturer seeks license to make rubber-base and epoxy specialty paints as well as paints used in the missile field. Comptoir Commercial des Couleurs et Vernis, 96 rue d'Italie, Marseille.

### 287 Agricultural chemicals

Chemical producer seeks license to produce insecticides, herbicides, fungicides and related products. Soc. Prochim, Courchelettes (Nord).

### 306 Rubber products

Manufacturer of rubber products for industrial use, such as conveyor belts and molded parts, seeks license to make molded parts for automotive and mechanical uses, mine conveyor belts, rubber blankets, paper mill cylinders and supplies for chemical plants. Rollin & Co., Steinback (Haut-Rhin).

License sought for production of any type of rubber product by manufacturer of rubber footwear. Etab. Baudou, Les Eglisottes (Gironde).

Manufacturer of hot water bottles, beach toys and games seeks license to make rubber products. Kent Rubber Co., Ltd., Route de la Barre, Anglet-Blancpignon (Basses Pyrénées).

### 307 Plastics

Building-materials manufacturer seeks license to make plastic pipe and fittings for industrial uses. Les Produits de L'Industrie Moderne, 17 Blvd. Riquet, Toulouse (Haute Garonne).

### 353 Construction equipment

License sought for the production of construction and industrial machinery and equipment. Maison Breguet, 15 ave. d'Eylau, Paris 16.

### 355 Special industry machinery

Wood and plastic-working manufacturer seeks license to make textile and additional wood and plastic working

machinery. Ets. C.D., 20 rue Anavole, Quteaux (Seine).

### 356 Bearings

Manufacturer of ball and needle bearings seeks joint venture to intensify present business efforts. Ateliers Industriels de Mecaniques de Precision, 12 ave. Emile Acollas, Paris 7.

### 358 Air conditioners

License sought for the production of home air conditioners, heating equipment and other small appliances for domestic use. J. Degermann & Cie, 8 rue Catulle Mendes, Paris 17.

### 363 Home appliances

Manufacturer of small, electric hand mixers seeks license to make additional small, electric home appliances. ESGE-France, S.A., 8 rue de l'Usine, St. Louis (Haut-Rhin).

License wanted to make water heaters with enamel-lined tanks. Durandeau, Conseil Electronechnique, 6 rue Boudet, Bordeaux.

### 379 Trailers

Manufacturer of lightweight camping trailers seeks license to make U.S. camping and other small folding trailers. Etab. Baillou, Rue Gambeatt, Pone (Charente Maritime).

### 382 Measuring instruments

Manufacturer of mechanical measuring devices and electronic precision-measuring devices seeks reciprocal licensing arrangements with U.S. producer of all kinds of electronic precision-measuring instruments. Cahuvin Arnoux, 190 rue Championnet, Paris 18.

## Varied products

License sought for the production of material-handling equipment, pleasure boats and trailers, water heaters for swimming pools and steel platforms; tables and prefab buildings. Atelier & Chantiers de Dunkerque & Bordeaux, 125 Quai de Brazza, Bordeaux-Bastide.

License wanted for the manufacture of prefab parking garages, agricultural equipment, metal structural equipment, storage tanks and railroad tank cars. Etudes & Travaux de Construction Metaliques, 9 Impasse des Petits-Marais, Gennevilliers (Seine).







U.S. TRADE MISSIONS PROGRAM